SIERRA MADRE
The Wistaria Town; beautiful for fragrant orchards, wide vistas and sheltering oaks; satisfying for city comforts, country quietness.

SIERRA MADRE NEWS

Everyone Out Tonight to Aid in Making Bigger and Better Friday Night Dances

SIERRA MADRE
Population, 5,000; elevation, 800 to 1400 feet; assessed valuation, $4,000,000. Part of the Pasadena school system. Climate is unexcelled.

VOL. 23; NO. 43 | SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA | FRIDAY, JULY 26, 1929

Will Present Pool Awards At Concert

Red Cross Campaign Proves Highly Successful at Canyon Plunge

Instructor Says Life Saving Class Largest in His Experience

Closing the highly successful six day Red Cross swim campaign on Saturday at Canyon Park pool, tests were given to swimmers taking the course and buttons, emblems and pins were awarded. Certificates will be issued from the San Francisco office of the Red Cross and will be presented by W. R. Humphries, chairman of the local chapter, at one of the evening Park concerts.

Miss Ida Jean Key won highest honors in the senior life saver's class. Other members in the class were Catherine McBurney, Craig McLaughlin, Gilbert Horan, Leroy McBurney and Lindan Murray, all of whom received awards of pins.

The junior life saver's class was composed of Frances Scott Key, James Kelleher, Wesley Stevens, George Smith, Edward Lowell and J. W. Frazer, the smallest and yougest to pass the examination. Juniors were also awarded pins.

Fifty-one members of the beginner's class, twenty-five of whom did not know how to swim a stroke when the classes started, were awarded buttons for swimming 50 feet. Seventy-five children were taught to swim, and of these 25 received beginner's buttons. Thirty-nine others were given beginner's buttons for swimming 100 yards, 50 feet on the back and for the surface dive.

L. N. Steimle, summer swimming and life saving instructor for the American Red Cross, who conducted the course, sponsored by the local chapter and the national organization, was assisted in making examiniations by Elizabeth Scalet, Edith Rust, Bob Keefer and George Scott (pool life guard). Of the 230 registered for lessons in the course, 207 was the highest number taught in one day.

More than 500 people gathered at the pool on Thursday night of last week to witness the water carnival which was given as a special feature of the swim week. Special seating was arranged for spectators and the pool was illuminated with colored lights for the performance which began a 8 o'clock with a demonstration by children and adults in beginner's and swimmer's classes and ended with the Fire dive in which James Kelleher and Henry Nuetzel were featured. The egg and spoon race by advanced pupils of Mr. Steimle furnished much amusement. A demonstration of a 41 yard dash for boys and girls was given in which Evelyn Smith was winner in the girl's section. The under water swim for boys was won by Craig McLaughlin, the tire race by Buster Thomas and the bonnet and parasol race by Miss Alice Corum.

A fire race with candles was a feature on the program and the tub race won by J. W. Frazer showed much skill. The wining team of the night gown relay was composed of George Scott, Sidney Davis, Dana Marsh, Alfred Bennett and Gilbert Horan. A splendid demonstration was given by the life saving class in teams when supposedly drowning partners were towed in and resuscitated. According to Mr. Steimle this class of thirty members was the largest of his experience, life saving classes seldom numbering more than fifteen.

A number of those taking part in the carnival have expressed a desire for another exhibition of swimming this year, and an opportunity may be given for a similar performance before the close of the summer, with the co-operation of James C. Heasley, pool lessee.

Mr. Humphries wishes to thank all who have helped to make the swim week a success. He promises that next year he will try to have the examiner here for 10 days.

Louis Dietz was up from Ocean Park, where he is enjoying a er well-earned vacation, to attend left's meeting of the city council augu esday night. from

JOHN B. LONG

City Well Is Going Down Very Fast

Water Level Sixteen Feet Lower Than in July Last Year

At Present Rate Supply Would Last Only Two More Months

That the water level in Sierra Madre Well No. 1 is now 16 feet lower than it was at this time last year and still being reduced at the rate of four inches a day, was learned this week as the result of an investigation by Ralph V. Richardson, owner of a large citrus grove on East Central Avenue.

Mr. Richardson attended a meeting of bank directors in Lamanda Park Thursday night and listened to a discussion of the serious water situation in Pasadena. Many of the city's wells are being lowered at an alarming rate and one belonging to the ice company has gone completely dry.

Taking this as a cue, Mr. Richardson decided to look into the condition of the Sierra Madre wells which furnish him water for irrigating his crops. The records at the pump house show that since June 1, 1929, the water level at the old well, called No. 1, has been reduced at the rate of 4 inches per day or a total of nine feet in the month. This rate continued on through July and to date since the first of this month, the well has gone down seven feet more. This makes a total lowering since since June 1 of 16 feet, and there remains only that many more feet of suction before the pump will be out of water entirely.

The one remaining well is in good condition but is not adequate, according to James E. Carpenter, superintendent of streets and water, to supply the city's needs alone, especially in the dry season. The old well has been gradually losing its effectiveness, O. A. Gierlich, city engineer stated this week, owing to its long service and a gradual falling in of the sand and gravel as the water is sucked out of the basin. Arcadia has recently put in a large new well just south and east of this city and this well has been going continuously for the past two weeks.

Harry P. Goodier Gets Promotion at Naval Station

Harry P. Goodier, son of Anthony G. Goodier of 637 West Grandview, has been appointed an apprentice petty officer, second class, of his company at the U. S. Naval Training Station at San Diego.

"These men are chosen because of their apparent qualities as leaders of men," says Capt. C. W. Cole, commanding the station in his announcement to the Sierra Madre News of the appointment.

Mr. and Mrs. Joe R. Eastwood and Lela Joy returned last evening from a two week's vacation, during which they visited Sequoia Big Trees, Yosemite National Park and Lake Tahoe. They returned via San Francisco and the Coast route.

Mr. and Mrs. Waverly Pratt and son are home from a two weeks vacation, spent in Yosemite National Park.

Program on To Promote S. G. Valley

Publishers and Directors Met at La Ramada Friday

Speakers Express Optimism Regarding Future Of District

Promotion program for the San Gabriel Valley was discussed at a meeting of the board of directors of the San Gabriel Valley Development Association and the publishers of San Gabriel Valley newspapers at La Ramada Inn in San Marino last Friday night.

Following a dinner under the oaks in the moonlight, presided over by President Louis J. Matthews of the Development Assn., the group reconvened in the Inn where Franklin Thomas of the California Institute of Technology served as chairman.

Major projects of the Development Association were discussed by Secretary Myron Haig and Director Mark Potter of Pomona, following which John B. Long, executive secretary of the California Newspaper Publishers Association, was asked to discuss plans of advertising and publicity for the Valley.

A general discussion, in which nearly everyone present joined freely and frankly, followed, after which Professor Thomas, vice chairman of the Metropolitan Water District of Southern California, discussed the present Boulder Dam situation.

"The Boulder Canyon Act," said Mr. Thomas, "divides the estimated flow of the Colorado river of 15,000,000 acre feet annually, half to the four upper basin states and half or 7,500,000 acre feet to the lower basin states of Nevada, Arizona and California. It further allocates 300,000 acre feet to Nevada, 2,800,000 to Arizona and 4,400,000 to California. The act became effective June 21 by presidential proclamation that six states should ratify the division of water within six months after passage having been accomplished.

"The proposed allocation to California represents the minimum California could accept in a division of the water of the Colorado. During the last fiscal year the Imperial Valley diverted from the Colorado river 3,100,000 acre feet and the Blythe irrigation district 150,000 and application filed with the division of Water Rights by the Metropolitan Water District for 1,100,000 acre feet, a total of present diversion supplemented by aqueduct requirement of 4,300,000 acre feet, lacking only 50,000 of reaching the total amount allocated to California. Of the 2,800,000 allocated by the Act to Arizona, less than 500,000 is now used in that state, most of it represented by consumption by the Yuma project of 80,000 acre feet."

President Matthews of the Development Association then was instructed by unanimous motion of the gathering to name a committee to meet with Secretary Long of the Publishers Association to formulate definite promotion plans for the Valley.

As the session drew to a close, the newspaper publishers present unanimously instructed C. O. Shoop, Puente Journal, to call an early meeting of the Valley newspaper publishers for the definite purpose of forming a San Gabriel Valley unit of the California Publishers Association, of which all but two publishers present already are members, to meet once each month to discuss problems of importance to the Valley. The Sierra Madre News was represented by Joseph L. Asbury, editor.

Clarence McCrary, 63, died Sunday, July 21st, at Downey. He was born in Barter Springs, Kansas, having lived 54 years in California. The funeral was held Wednesday, July 24th, at 11 o'clock, at Riverside, in charge of the Ray Grant Funeral aPrlors. Mr. McCrary was a member of No. 7 of the Salvation Army. He is survived by his brother, Louis McCrary of Sierra Madre, and a sister residing in Riverside.

Billy Jenkins and Dick Lee returned Wednesday from a two-weeks vacation spent at Balboa Beach.

BOYS AND GIRLS EARN FREE SWIMS AT CANYON POOL

A number of boys and girls responded to the advertisement last week which announced that The Sierra Madre News would give them free swimming passes for a week at the Canyon Park Plunge for a very little vacation effort.

The reward comes from the securing of only two new subscriptions for a year at $2 each for this newspaper. Already some of the boys have earned their passes and still more are signing up to try it. The pass may be earned by getting four subscribers for a half-year each.

To those who turn in a sufficient number of new subscribers we are going to give a week's vacation trip with all expenses paid to some mountain or seashore camp approved by their parents. Come ask about this plan.

Tennis Meet Brings Forth Big Turnout

Elect Officers and Set Aug. 1 as Final Date For Entries

Next Meeting Scheduled For July 30 to Approve By-Laws

The Sierra Madre Tennis Tournament movement got away to a splendid start Monday evening when the first meeting for organization was held in the City Hall with an attendance of approximately thirty very enthusiastic racket fans of both sexes, and all ages.

Waverly Pratt served as temporary chairman and announced his desire to see this organization grow into a permanent tennis club which would hold match meets with teams from nearby cities. This suggestion was favorably received and will be taken up in detail at the close of the tournament.

Officers elected were Emil Smith, president; Waverly Pratt, vice president and secretary-treasurer; and J. N. Hawks, Homer Tuttle and Joseph L. Asbury, directors to serve on a board of five with the president and secretary as members ex officio.

The following persons were elected to serve as a committee to draw up a set of by-laws to govern the tournament: Edith Hawks, Frances Glidden, Art Pritchard, Emil Smith and W. C. Gruit. This committee will submit rules for adoption at the next meeting. The board of directors will have a meeting very soon to decide on the amount of entry fee for players in the tournament and to discuss the matter of prizes for winners.

The next meeting of the organization as a whole will be held at 7:30 o'clock Tuesday evening, July 30, in the City Hall, it was decided. Entries for the tournament will close at noon, Thursday, August 1, and announcement of the matches as nearly as can be worked out for the preliminaries will be made in the issue of the Sierra Madre News of August 2.

While the tennis courts at the City Park are not in first class condition on account of the asphaltic surface which is not smooth and gets soft in hot weather, still the assured lighting system which will be completed before the tournament starts will be a big factor in allowing many of the matches to be played off in the cool of the evening.

All those who wish to enter this meet, whether men or women, old or young, good or fair players, are urged to sign up at once. Application blanks will be found with Emil Smith at the postoffice, with Mr. Pratt at the Sierra Madre Lumber Co. or at The Sierra Madre News office. There will be no charge made for this preliminary registration.

It was agreed to have all matches come in Class A and Class B divisions, the former for the more skilled players and the latter for those with less experience. There will be doubles and singles for both men and women, and then mixed doubles also. Don't delay getting in on this tournament.

Dodson Now Counsel For Ave. Project

Takes Place Recently Vacated By Former City Atty. Wygant

Recommendation for Macadam Pavement is Withdrawn

Phil Dodson, city attorney, was appointed to replace Robert Wygant, resigned, as special counsel for the Central Avenue project at Wednesday night's meeting of the City Council.

The communication which follows was presented by the Central Avenue Property Owners Association, when a resolution was adopted acknowledging the receipt of the communication and using the recommendations contained therein as a basis for the continuance of the project. The preparation of specifications was ordered.

July 23, 1929

To the Honorable Board of Trustees of the City of Sierra Madre.

Gentlemen:

In accordance with the agreement reached in the informal conference of July 15, 1929, between your Honorable Body and the Executive committee of the Central Avenue Property Owners Association, the committee submits the following recommendations regarding the Central Avenue project:

That the resolution passed by the City Council November 13 last, accepting certain conditions recommended by the Central Avenue Property Owners Association in a letter of that same date, be the general basis for the continuance of work on the Central Avenue project within the city limits, i. e. West Central Avenue not to be repaved at this time; East Central Avenue to be a uniform width of 65 feet from Baldwin Avenue to the city limits; East Central Ave. to be resurfaced with macadam and the unnecessarily high crown to be lowered.

After consulting with members of the Council and the engineer in charge of work, the committee makes the following recommendations amplifying the above.

1. That proper provision be made on West Central on the south side from Baldwin Avenue west to care for storm water and prevent the flooding of property on the south side.

2. That sidewalks be installed on West Central where there are none at present and that any existing sidewalk, the condition of which is a menace to public safety, be replaced.

3. That sidewalks be installed on East Central in accordance with the above.

4. That the crown of the street on East Central be lowered and deep gutters abolished, making the entire width of the roadway available for traffic.

5. That, in view of the fact that there has been a great reduction in the price of certain paving materials, the original recommendations of the committee that East Central be resurfaced with six inch macadam be waived until a careful comparison of present prices, taking into consideration durability, establishes definitely what will be the most economical and efficient roadway.

6. That the entire city of Sierra Madre be included in the improvement district as this project was originated and has been carried on as an improvement for the entire city through the opening of a highway through the Hasting Ranch.

The committee wishes to take this occasion to thank your Honorable Body for your co-operation and the effort is being made to expedite the conclusion of this important project.

For the Committee
(Signed) Jessica H. Wright, Secretary

Street Superintendent J. E. Carpenter reported on the recent lot cleanup. No objecteions in writing having been received by City clerk, Louis Dietz, assessments for the cleaning of weeds are being sent to the County Auditor to be placed on the tax bills.

An emergency ordinance fixing the amount of money needed to run the city government for the fiscal year 1929-30, at a tentative sum of $80,000 was given its

(Continued on Page Two)

MARC N. GOODNOW

Park Dances Continue to Draw Crowd

Fourth of Series Scheduled To Be Held Tonight July 26th

Interested Friends Give To Fund To Help Keep Going

1964

True to prediction, the crowd at the open-air dance held on the tennis courts at the City Park last Friday evening, was by far the largest of any of the three such affairs given so far in the series sponsored by the Sierra Madre Chamber of Commerce. The fourth dance will be given this evening, Friday, July 26, and parking space around the park is expected to be at a premium.

Inspired by the lively lot of dancers, the Moonlight Melody Boys, under the direction of "Dutch" Larson, dispensed delightful orchestral music until 11 o'clock which is the time set for closing these dances. It is the intention of the committee, headed by Frank Spencer, to make these strictly high-class and home-town affairs. The idea originated with the realization that there is a scarcity of activity for the younger folks of the community and this seemed to offer the best solution of the problem.

There is no direct admission charge to the dances but a receptacle is placed in a convenient position to receive any "free will" offerings that the dancers feel inclined to make. The response was very gratifying last Friday but the amount is still not sufficient to carry on the work without contributions from outsiders.

Those who contributed sums of $1.00 or more since the last announcement of donations were: Mrs. F. H. Jones, Archie Feitz, Mrs. Florence Davis and Roland Adams. The dances will continue on through the summer months providing the financial end can be taken care of and the committee feels encouraged to believe that this will be the case. Contributions may be left with Frank Spencer, Charles B. Klunk president of the Chamber of Commerce, or at The News office.

Anyway, everybody interested in dancing, whether old or young, is invited to turn out tonight and help keep this very much worth-while movement going.

Harold Roberts May Be Brought Home Next Week

H. F. Roberts, who was removed from his home a week ago to the Sawtelle Veteran's Hospital for examination to see if a kidney removal operation was necessary, will probably be brought home next week, according to Mrs. Roberts.

The operation is not necessary at this time and the possibility that it will be permanently postponed is the hope of his family and many friends in this community.

Mr. Roberts will remain in bed for several weeks but his condition at this time is reported much improved.

J. F. Sadler is preparing to move his stock to the new building adjoining the News office, next week. The new quarters are practically completed and the store will be one of the most attractive business places in the city.

Journalist Gives Tips on Business

Prof. Marc N. Goodnow of U. S. C. Advises Merchants

Kiwanis Speaker Explains "Why Trade Leaves Home"

"Keeping Business at Home", a subject discussed in an interesting and instructive manner by Marc N. Goodnow of the University of Southern California, was the main feature of the Kiwanis Club luncheon meeting Tuesday which was attended by most of the members and a number of visitors.

President Ray Grant announced a meeting of the directors for Thursday evening of this week at his home. Jack Eberle, district lieutenant governor of Kiwanis Dist. No. 10, was present and told entertainingly of his trip back to the National Convention, stressing the travel side of the trip. Rev. Pritchard reported having visited Dr. Bovard in the sanitarium at Monrovia and stated that he had gained 12 to 14 pounds in weight but was not yet able to see many visitors.

Joseph L. Asbury, acting as chairman of the program, then introduced John B. Long, executive secretary of the California Newspaper Publishers Association, with offices at Los Angeles. Mr. Long told briefly of the scope and type of service which his organization is rendering to newspaper members such as The Sierra Madre News, and then introduced Prof. Goodnow of the University of Southern California department of journalism, and also affiliated with the newspaper association. He stated that his actual newspaper and advertising experience, as well as his thorough study of conditions all over the state, qualified him to speak authoritatively of the subject of modern methods of merchandising. Following is the substance of Prof. Goodnow's remarks:

"Tremendous changes in all the processes of buying, selling and distributing have so upended our economic scheme, during the past five years, that the smaller cities of Southern California, as elsewhere, face the new necessity of evaluating their resources and taking what measures they can to preserve the trade equilibrium to which they are entitled.

"Not only has the distribution of goods been vitally affected, but even the buying habits of consumers have been enormously changed. Whereas, in a former day, the merchant could buy goods in quantity with the certainty that they would retain their value until sold, now he must buy frequently in small quantities—and not even then be too sure that new styles, colors, designs and shapes will not change before his stock is half turned. And whereas, formerly he could rely upon a sizeable number of his patrons remaining static in their purchases from him, now he sees them driving not only past his own door, but on into other towns and cities to do their shopping.

"The thing we used to call "home town loyalty" has in countless cities evaporated into thin air, leaving the merchant and even the city itself entirely on their own resources. In some instances, we find merchants themselves supplying their own household and personal needs from merchants in other cities.

"The extent to which out-of-town buying takes place is rather clearly demonstrated in the retail clothing trade. Here, university research studies show that in towns of from 500 to 1000 people, there are only 13 local buyers in 100 residents; in towns of from 1,000 to 5,000 people, there are only 27 local buyers in 100—and in cities of from 10,000 to 20,000 people, there are about 40 buyers in 100 local residents.

"Now, the automobile alone is not to be charged with this deflection in the ranks of buyers. Surveys made by the Department of Commerce show that there are many other reasons for out-of-town shopping. Greater varieties of merchandise account for some 30 per cent of such trading; newer styles are responsible for 15 per cent, and theaters,

(Continued on Page Six)

Dodson Now Counsel For Ave. Project

(Continued from Page One)

first reading. This amount will be adjusted properly at the next meeting.

Frank E. Gibson and Alfred J. Dewey, of Marlborough Terrace were present in the interest of Churchill Road, which matter and also the water situation, on account of low pressure in the vicinity, was referred the street and water committee, R. W. Stewart, Lester K. Layton and H. C. Reavis, for investigation and report.

City engineer O. A. Gerlich explained in the matter of widening the road that the Parmalee estate had agreed two years ago to pay the cost of condemnation and had advanced $250 toward the cost. Recently unwillingness was expressed on the part of the estate to pay the balance of $250 due to complete the proceedings. The project is therefore held up unless owners will assume this cost.

Upon Engineer Gierlich's approval, a resolution was adopted accepting the Grove Street reservoir which was completed on Tuesday. Mr. Gierlich also reported on the progress of the investigation under way regarding the Santa Anita underground water basin.

A request from the Regional Planning Commission asking the City of Sierra Madre to establish set back lines in accordance with its original plan adopted for major and secondary highways, was referred to the Planning Commission.

J. C. Lauber, park care taker was granted his annual two week's vacation on pay. James C. Heasley, pool lessee was instructed to provide liability insurance for the city in addition to protection for himself against accident, in accordance with the terms of the lease. The matter of liability for operation of motor vehicles and for protection of the water department against claims or damage suits was referred to the Finance committee.

W. R. Humphries, chairman of the local Red Cross chapter, thanked the City Coucil in a communication for co-operation during the swim campaign at Canyon Park pool.

H. C. Reavis reported for the finance committee its decision, in the matter of the request from the Chamber of Commerce for $400 for Sierra Madre's entry in the Pasadena Rose Tournament, to wait until the budget is made up for the new fiscal year. Upon his recommendation that R. M. Finlayson be paid $175 for plans 90 per cent completed for the proposed Greek Theater, a resolution was adopted to allow the bill with a request for a receipt in full for services to date. The report of the Planning Commission establishing a set back line of 50 feet for all buildings facing or fronting on the east of Lima street north of Grand View Avenue was upheld.

Mrs. Marr's request for the removal of a pepper tree on Mt. Trail Avenue as presented by R. W. Stewart for the water, street and sanitation committee, was denied and the recommendation of the Planning Commision upheld.

Lester K. Layton reported for the park committee the overhead lighting for the park is waiting for bids for poles.

Fur Trimmed COATS Cleaned

You need have no hesitancy in having your fur trimmed coats cleaned. Our up-to-date methods of dry cleaning will thoroughly clean them without the slightest danger of injury to fur or fabric.

SIERRA MADRE TAILORS
CLEANERS and DYERS
Phone Blue 194

Junior Red Cross Displays Work at News Office

Some very clever work done by the Sierra Madre Junior Red Cross is being displayed this week at the Sierra Madre News office, through the cooperation of Miss Elizabeth Steinberger, principal of the local school, and under whose direction this work was done.

The specimens of work are all neatly bound by the girls and boys and will be sent to Junior Red Cross classes of other countries, particularly Japan and Mexico, with whom it is felt the relations are a litlle closer than with some other nations. The public is invited to come in and inspect these books which may be seen in the display window.

Coffee Shop Is Enlarging Space, Increases Service

The Coffee Shop under the able management of Ethel Tuggle has enlarged its seating capacity by moving the partition back and putting in two more tables with accomodations for four guests each.

Miss Tuggle states that from now on table service will include linen table cloths and napkins for the guests. Glass tops on tables will no longer be used. Increase in business has made the change necessary and a desire to please her patrons and give them increased service.

PERFECT FIT

Spring Grove—Mervin E. Shue, son of Edward Shue, and Miss Martha Virginia Horn, daughter of Mr. and Mrs. Charles H. Horn, were quietly married in Zion Reformed Church, York.

This couple should stick to the LAST.—Hummelstown (Pa.) Sun.

WAY TO PAY OLD DEBTS

"Smith is unlucky—he put his whole fortune into his wife's name so that his creditors could not get it."

"He did right."

"But his wife has eloped with his chief creditor."—Faun.

Society and Personal

LEGION ACTIVITIES FOR THE WEEK—

The next meeting of the American Legion will be held Thursday, August 1st, in their new headquarters, the basement of the City Hall.

Last week the Legionaires moved all their paraphanalia from the Park House and put it in the new quarters. Friday night July 19th about twelve Sierra Madre Legionaries attended the pre convention caucus at South Pasadena where approximately 500 were in attendance from this district. The different candidates for state offices from this district were presented, and and will be voted upon August 19th at the state convention in San Diego.

The Legion Auxilliary has fully equipped their kitchen in the new quarters with the exception of a gas range. If anyone has a range which they do not use they could communicate with one of the auxilliary officers. The kitchen is arranged with built-in cupboards, sink, drain board, shelf space, all painted in white and will accomodate the serving of a large crowd of people. During the warm weather a walk into this newly appointed room is very refreshing.

ENTERTAIN SEATTLE GUESTS AT PARTY—

Mrs. Boyd Keith and her little daughter, Floreta, and Mrs. Ethel Keith of Seattle, were guests of Mr. and Mrs. R. L. Robertson at a delightful beach party at Belmont Bay, on Wednesday .

Mrs. Blanche Buie accompained by Miss Fisher is spending the week at Huntington Beach, guests of Mrs. Rawlf *of* Pasadena, who has taken a cottage there.

LIGHT THE BABY

"Oh, Fred, the baby has swallowed the matches. What shall I do?"

"Here, use my cigaret-lighter."—Voo Doo.

Woodson F. Jones Gives Explanation of Insurance Laws

It will be only about two more weeks now until the new state automobile laws go into effect and folks are getting quite a little concerned over certain sections, particularly that applying to insurance. Woodson Jones, of the Sierra Madre Realty Co., states the matter in a very concise manner in an advertisement which will be found elsewhere in this issue.

Miss Bream Chooses Sierra Madre As Place for Wedding

The morning sun was giving the glory of its light through the beautiful windows of the First Congregational church as Mr. Harold Laubach and Miss Elizabeth R. Bream walked down the aisle on Saturday morning, July 20, to be united in matrimony. The bride wore a French-blue Georgette gown with blue felt hat to match with a corsage of white flowers. The pastor of the church, Rev. Arthur O. Pritchard, officiated.

Miss Bream, the popular Y. W. C. A. secretary in charge of the Girl Reserves of this district, has spoken several times in the Sierra Madre church, and, although her home is in Pasadena, selected it as the scene for her wedding.

Mr. Laubach of San Gabriel is in the office of the Southern California Edison Co. The happy couple left for the North on an extended motor trip. On their return they will be at home at 1112 Maple street, South Pasadena after August 14th.

"My sweetie owes me several letters."

"That's nothing, Greta Garbo owes me several hundred."—Minn. Ski-U-Mah.

Mrs. Belle W. Cook Pioneer Resident, Moves to Pasadena

After having lived in Sierra Madre nearly 50 years, which gave her the distinction of being the longest-time resident of this city, Mrs. Belle W. Cook, 147 West Central Ave., has sold her home and moved to Pasadena where her daughter, Miss Gertrude Cook, is employed in the schools. They are living at 535 East California St., Pasadena, to which place they extend through this paper a cordial invitation to all their friends to come see them. Their phone number is Terrace 8410.

When Mr. and Mrs. Cook built their home here in the latter part of 1881, there was no street or even road past their place. Mr. Cook, while living, was very active in civic affairs and was a charter member of the Congregational church. He served on one of the first of the city's board of trustees and was one of the ardent workers and petitioners for the Pacific Electric line to be built from Los Angeles out to Sierra Madre.

It was with great reluctance that Mrs. Cook, one of the real pioneers, finally decided to give up her home here and go so far even as Pasadena but here interest in Miss Gertrude's welfare and work prevailed over personal sentiment and old home ties.

REVERSE SANTA CLAUS

Bride—"Men are brutes. My husband promised me a surprise if I learned to cook, so I took lessons."

was the surprise?"

Friend—"How thrilling. What

Bride—"He dismissed our cook"—Passing Show (London).

CURE FOR SOMNAMBULISM

Did you hear about the letter-carrier who walked in his sleep? Well, he never got very far because he always blew his whistle and woke himself up.—Judge .

TEST YOUR TEETH

Prune Whip—Put a rather thin boiled custard in the bottom of sherbet glasses and pile on the top of it the food chopper and mixed with stiffly-beaten egg whites.—Jersey Journal.

FRESH CUT FLOWERS

BOUQUETS and FUNERAL DESIGNS.

Ward Nursery
Mt Trail & Laurel Aves
Phone Blue 29

YOUR GOAL AND OURS

No one asks you to save and spend your money at home. You can spend it wherever you wish. But if thrift, economy and good judgment are your guides, you'll find that 99 per cent of the time the best value that your dollar buys is obtainable right here. Distant pastures only *look* greenest. The merchant who is your neighbor must face you almost every day.... must beat outside competition to hold your patronage---and he does.

Let's build a bigger, greater and better city. When we get these improvements in we will draw more money from outside towns and districts. We will then be well on our way to your goal and ours---"Life, liberty and the pursuit of happiness."

This Advertisement Sponsored by

Olsen's Shoe Store — *Guaranteed Shoe Rebuilding* — Green 38 — 34 N. Baldwin

Ray A. Grant — Main 93 — 201 West Central

Johnson's News Stand — *Confectionery & Stationery* — Green 85 — 15 Kersting Place

S. R. Norris — *Groceries and Meats* — Main 205 — 329-331 W. Central

Andrews & Hawks — *Real Estate—Insurance* — Exchange 2 — 81 West Central

Roberts Market — *H. F. Roberts* — Main 34 — 10 W. Central

Solury & Davies — *Pioneer Grocery* — Main 6 — Central & Baldwin

Sierra Madre Drug Co. — *Drugs, Candy, Stationery* — Main 224 — New Hotel Bldg.

J. F. Sadler & Co. — *Dry Goods* — Black 85 — Kersting Block

Sierra Madre Tailors — *and Dry Cleaners* — W. E. Craig, Tony Delvecci — Blue 194—14 West Central

Sierra Madre Savings Bank — Main 4 — Bank Building

Central Meat Market — *Chas. E. Davis* — Main 97 — Central & Baldwin

Sierra Madre Feed & Fuel Co. — *Vincent Fleming, Prop.* — Black 22 — 43 North Baldwin

Sierra Madre Lumber Co. — *W. E. Pratt, Manager* — Main 23 — 38 E. Montecito

Sierra Madre Hardware Co. — *Plumbing* — Main 98 — 31 W. Central

Sierra Madre Furniture Co. — *Tom Tyler* — Blue 219 — 14 N. Baldwin

Dr. John L. Woehler — *Dentist* — Blue 184 — S. M. Hotel Bldg.

Radio Shop — *Majestic-Sparton-Crosley* — Main 274 — 11 Kersting Place

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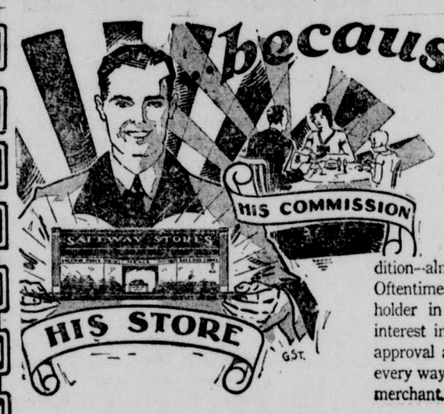

because HE SHARES in the profits!

The Safeway manager regards the store he operates as though he owned it outright. He gets a reasonable salary and—in addition—almost a third of the net profits. Oftentimes, too, he is a substantial stockholder in the company. Therefore, his interest in serving you and earning your approval and confidence for his store is, in every way, as keen as that of any individual merchant.

Store No. 262---58 West Central Ave.
Store No. 557---35 N. Baldwin Ave.
Sierra Madre California

Effective Fri. and Sat., July 26–27

CANE SUGAR
Fine Pure Cane Sugar from Hawaii
10 Pounds for 53c
QUANTITY LIMIT

WHITE KING Machine Soap
The Granulated Soap for all Washing Purposes.
Large Pkg. 36c

OLD DUTCH Cleanser
Chases Dirt—The Old Reliable.
4 *cans* 25c

MOTOR OIL
Pure Eastern 100 per cent Parafine Base Oil. This is a High Grade Motor Oil and will retain its lubricant qualities under all working conditions.
Chatterless, Medium and Heavy
5 *gal. can* $3.40

RAISINS
Seedless
Highway Brand Quality. Cleaned Raisins. For that Pudding or to eat as they are.
4 *pound pkg.* 25c

COFFEE
Safeway High Grade, ground fresh to suit you.
Pound . . 45c

BROOMS
Safeway --- 5 Sewed
A Real Broom Value.
Each . . 48c

Corn Flakes or Post Toasties
Kellog's Crisp, Tender Flakes or Post's Distinctive Flavored Flakes
2 Packages 15c

We carry a complete line of fresh Fruits and Vegetables
At Reasonable Prices

Below are some features for this week-end:

SWEET CORN . . . . . dozen 28c
POTATOES . . . . . 9 lbs 25c
TOMATOES . . . . . 3 lbs. 14c
SATSUMA PLUMS . . . . . 5 lbs. 25c
CUCUMBERS . . . . . 2 for 5c

Society and Personal

L. A. COUNTY PHYSICIAN SPENDS VACATION HERE—

Dr. Reuben L. Kaufman is enjoying a six-weeks vacation with his parents at their new home at 337 N. Lima street. Dr. Kaufman has just completed over a year's service at the Los Angeles County General Hospital and expects to begin serving another year there beginning August 15.

Mr. and Mrs. Gordon Brooks and Jean spent Monday at Long Beach.

Mr. and Mrs. Austin L. Gibbs left Monday morning for Balboa Beach, where they will spend the week fishing and resting.

Mr. and Mrs. F. S. Ackley of 661 W. Central, who have been vacationing at the Beaches returned home this week.

Mr. and Mrs. H. E. Allen and family are at Balboa Beach enjoying their vacation and will return August 1.

A daughter was born on Monday to Mr. and Mrs. Gala at the Baldwin Ranch. Dr. Groth was the attending physician.

Mrs. Roy Evans and boys are at Long Beach for a week. Mr. Evans motors down in the evenings to be with them.

Mr. and Mrs. R. S. Hayden of San Diego arrived Tuesday for a several days' visit at the home of Dr. and Mrs. C. L. T. Herbert.

John F. Byrne of 90 S. Hermosa, Mr. Webster and Bob Hill motored to Rainbow Trout Inn Sunday and brought home two dozen mountain trout.

Mrs. J. Holgate and daughter of Van Nuys and Mrs. J. Lewis and two daughters of Redondo spent the week-end with Dr. and Mrs. C. L. T. Herbert.

Mr. and Mrs. H. Randolph Wood and Mrs. Laura Stevenson who have been spending three weeks at Long Beach, will return home Saturday.

Mr. Kelley, who underwent a serious operation two weeks ago was removed to the Pasadena hospital Tuesday by Dr. Groth, for x-ray treatment.

Mrs. C. S. Smith of Dickinson, N. D., and H. A. Hogue and family of Los Angeles visited the Dr. Herbert residence Monday.

A. N. Adams, his daughter Mrs. Blake and granddaughter Josephine spent the week-end at Long Beach. Mrs. Blake visited a school friend, Mrs. Deacon, with whom she taught in the Long Beach schools 20 years ago. Josephine enjoyed swimming in the ocean.

Gordon Brooks has rented his home on North Lima to Mr. G. H. Safren of San Francisco who intends to remain in Sierra Madre indefinitely. The Brooks family are at 272 West Grand View, the home of Mrs. Brooks' mother, Mrs. Palsue.

Mr. Gibson, former manager of Chaffee's, was taken ill two weeks ago and has been in the Pasadena hospital. Mr. Gibson owns a home on East Central which he rents and has been living in Pasadena.

Miss Lulu Moore of this city is spending a delightful vacation at the home of Mrs. A. F. Bell in Oakland. Among other charming affairs arranged by her hostess in Miss Moore's honor was a matinee and dinner-party in San Francisco, and a bridge-luncheon in Oakland. Mrs. Bell formerly lived in Sierr Madre.

Mr. and Mrs. W. D. Walker of Glendora, Mrs. Mary C. Walker of Los Angeles, and Mr. and Mrs. J. L. Asbury celebrated Mr. Walker's and Mr. and Mrs. Asbury's birthdays Tuesday evening by dining in Los Angeles and a theatre party later at the Mason theater to see Ethel Barrymore in "The Kingdom of God."

Gordon McMillan and Victor Hill have just returned from a two-weeks fishing trip to Mineral King on the East Fork of the Kaweah river. They had all the trout they could eat from 10 to 15 inches long and brought one home in ice for Mrs. Hill.

Mrs. William B. Wright of Deeth, Nev., has been visiting her parents, Mr. and Mrs. Preston Schwartz for the past three weeks. Part of the time was spent at the Schwartz cottage at Balboa Beach. Mrs. Wright left Tuesday on the Yale accompanied by her sister, Miss Sarah Schwartz and her aunt, Mrs. Thomas M. Henszey who journeyed with her as far as San Francisco. Mrs. Wright was an Easter bride.

Menjou, Bow, Dix Will Star in Three Pictures At Lyric

"Fashions in Love," which opens a two day run at the Lyric theater, Monrovia, is Adolphe Menjou's first venture into the realm of talking moving pictures. Picture-goers who have appreciated the rare fun and unusual talent of this star in the past will find him a hundred-fold more entertaining as he talks and sings his fine whimsical love making.

Clara Bow performs the difficult romantic and dramatic role of a star-spangled equestrienne in "Danger Curves," her second all-talking picture, which will be seen and heard Tuesday, Wednesday and Thursday at the Lyric theater.

"The Wheel of Life", Richard Dix's second all-talking picture, comes to the Lyric theater for a two days run beginning next Friday, Aug. 2. It is a romance-drama of life in a British outpost among the wild Buddhist tribes of India. Dix plays the young British officer who falls in love with the wife of his superior officer.

NOTICE OF COMMISSIONER'S SALE ON FORECLOSURE.
No. 272288

In the Superior Court of the State of California in and for the County of Los Angeles.

INVESTORS SYNDICATE, a corporation, Plaintiff,
—vs.—
JOSEPH E. ANGELILLO, et al, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the State of California, in and for the County of Los Angeles, on the 5th day of July, 1929, in the above entitled action, wherein the above named plaintiff, obtained judgment and decree of foreclosure and sale against JOSEPH E. ANGELILLO, Defendant, on the 2nd day of July, 1929, for the sum of Thirty-three Hundred Five and 63-100 Dollars gold coin of the United States, plus interest and costs, which said judgment and decree was on the 3rd day of July, 1929, entered and recorded in Judgment Book 719 at page 66 et seq. (to which judgment and decree reference is hereby made), I am commanded to sell at public auction all the following described premises, situate, lying and being in County of Los Angeles, State of California, and bounded and described as follows, to-wit:

East 42.76 feet of the West 181.04 feet of the South 88.30 feet of the North 168.30 feet of the South half of Lot 18 Altadena Map No. 2 in the County of Los Angeles, State of California as per map recorded in Book 42, page 76, Miscellaneous Records of said County.

PUBLIC NOTICE IS HEREBY GIVEN that on Tuesday, the 6th day of August, 1929, at 12 o'clock noon of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment with interest and costs and expenses of sale, to the highest and best bidder for cash, gold coin of the United States.

Dated July 5, 1929.
H. J. CRESS,
Commissioner appointed by said Superior Court.

DANIEL E. FARR,
510 W. 6th, Los Angeles, Calif.,
Attorney for Plaintiff. 41:44

NOTICE OF COMMISSIONER'S SALE ON FORECLOSURE
No. 247803

In the Superior Court of the State of California in and for the County of Los Angeles.

WESTERN LOAN & BUILDING COMPANY, a Corporation, Plaintiff,
—vs.—
PHILIP J. BEGUE, et al, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the State of California, in and for the County of Los Angeles, on the 1st day of July, 1929, in the above entitled action, wherein the above named plaintiff obtained judgment and decree of foreclosure and sale against PHILIP J. BEGUE and VELMA CHRISTINE BEGUE, his wife, Defendants, on the 3rd day of June, 1929, for the sum of Twenty-four Hundred Sixty-eight and 04-100 Dollars gold coin of the United States, plus interest and costs, which said judgment and decree was on the 6th day of June, 1929, entered and recorded in Judgment Book 719 at page 13 et seq. (to which judgment and decree reference is hereby made), I am commanded to sell at public auction all the following described premises, situate, lying and being in County of Los Angeles, State of California, and bounded and described as follows, to-wit:

Lot twenty (20), Tract 7843, as per map recorded in Book 94, page 73 of Maps, Records of said County.

PUBLIC NOTICE IS HEREBY GIVEN that on Tuesday, the 30th day of July, 1929, at 12 o'clock noon of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment with interest and costs and expenses of sale, to the highest and best bidder for cash, gold coin of the United States.

Dated July 1, 1929.
R. E. ALLEN,
Commissioner appointed by said Superior Court.

BICKSLER, SMITH, PARKE & CATLIN, Title Insurance Bldg.,
Los Angeles, Calif.,
Attorneys for Plaintiff. 40:43

NOTICE OF COMMISSIONER'S SALE ON FORECLOSURE.
No. 274388

In the Superior Court of the State of California in and for the County of Los Angeles.

BESS B. BAYARD, Plaintiff,
—vs.—
WILLIAM W. ASPY, et al, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the State of California, in and for the County of Los Angeles, on the 3rd day of July, 1929, in the above entitled action, wherein the above named plaintiff obtained judgment and decree of foreclosure and sale against WILLIAM W. ASPY and MINNIE J. ASPY and HOGAN FINANCE & MORTGAGE COMPANY, a corporation, Defendants, on the 1st day of July, 1929, for the sum of Twenty-eight Hundred Eleven and 44-100 Dollars gold coin of the United States, plus interest and costs which said judgment and decree was on the 2nd day of July, 1929, entered and recorded in Judgment Book 719 at page 64 et seq. (to which judgment and decree reference is hereby made), I am commanded to sell at public auction all the following described premises, situate, lying and being in County of Los Angeles, State of California, and bounded and described as follows, to-wit:

The North seventy-two and one-half (72½) feet of Lot seventy (70) Tract sixty-two hundred forty-nine (6249) as per map recorded in Book 66, page 35, of Maps, records of said Los Angeles County.

PUBLIC NOTICE IS HEREBY GIVEN that on Tuesday, the 6th day of August, 1929, at 12 o'clock noon of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment with interest and costs and expenses of sale, to the highest and best bidder for cash, gold coin of the United States.

Dated July 3, 1929.
R. E. ALLEN,
Commissioner appointed by said Superior Court.

RITTENSHOUSE & SNYDER,
Santa Cruz, Calif.,
Attorneys for Plaintiff. 41:44

NOTICE OF COMMISSIONER'S SALE ON FORECLOSURE.
No. 278813

In the Superior Court of the State of California in and for the County of Los Angeles.

SECURITY FIRST NATIONAL BANK OF LOS ANGELES, a National Banking Association, Plaintiff,
—vs.—
WALTER G. JACKSON, et al, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the State of California, in and for the County of Los Angeles, on the 5th day of July, 1929, in the above entitled action, wherein the above named plaintiff obtained judgment and decree of foreclosure and sale against WALTER G. JACKSON and MILDRED MAE JACKSON, his wife, Defendants, on the 2nd day of July, 1929, for the sum of Thirty-two Hundred Forty-one and 52-100 Dollars gold coin of the United States, plus interest and costs, which said judgment and decree was on the 3rd day of July, 1929, entered and recorded in Judgment Book 719 at page 67 et seq. (to which judgment and decree reference is hereby made), I am commanded to sell at public auction all the following described premises, situate, lying and being in the City of Pasadena, County of Los Angeles, State of California, and bounded and described as follows, to-wit:

Lot twenty-nine (29) of N. R. Hooper and Bros. Subdivision, in the City of Pasadena, County of Los Angeles, State of California as per map recorded in Book 19, Page 68 of Miscellaneous Records of said County.

PUBLIC NOTICE IS HEREBY GIVEN that on Tuesday, the 6th day of August, 1929, at 12 o'clock noon of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment with interest and costs and expenses of sale, to the highest and best bidder for cash, gold coin of the United States.

Dated July 5, 1929.
R. E. ALLEN,
Commissioner appointed by said Superior Court.

BROOKS GIFFORD,
Pacific Southwest Bldg.,
Pasadena, Calif.
Attorney for Plaintiff. 41:44

Removal Sale

Saturday, July 27th is the last day of our REMOVAL SALE

We will be in our new home Monday, July 29th

Watch for date of Opening!

J. F. Sadler & Co.

C. F. Lamb Co.

C. F. LAMB, Funeral Director
HOWARD J. CONN, Manager
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304 West Central Ave. — Main 27 — Sierra Madre

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Majestic RADIO
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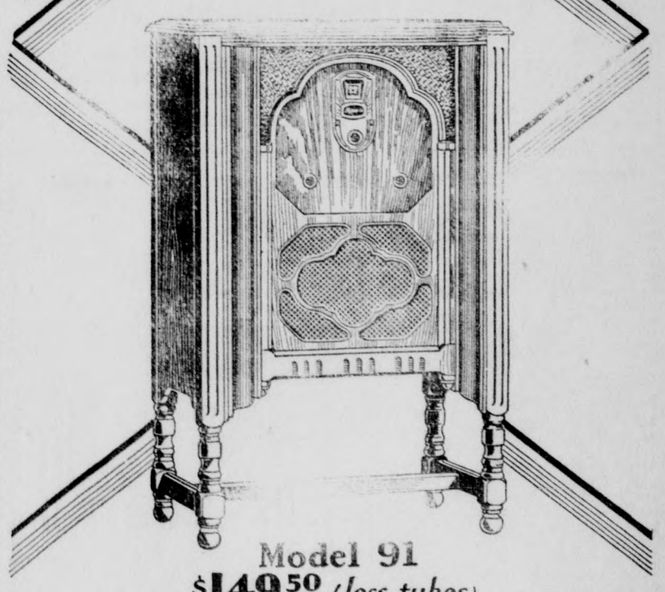

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ONE YEAR'S FREE SERVICE
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RADIO SHOP

G. M. McRoberts, Jr. — Don Hosford

SIERRA MADRE NEWS
SIERRA MADRE, CALIFORNIA

Published Every Friday by the SIERRA MADRE PRESS, Inc.

Joe R. Eastwood—Joseph L. Asbury
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Three months.....75c
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HOW TO KEEP PEOPLE HERE

SIERRA MADRE has been split wide open recently by a difference of opinion, which went even as far as a recall election, regarding the matter of putting in boulevards to get people to come by our "front door", so to speak. Ordinarily that is all any business man asks. Once he gets a customer to come into his store, he feels that his display of merchandise and his sales talk will do the rest.

But supposing we did put Sierra Madre on a broad boulevard and definitely link it up to the network of highways in Southern California. Supposing we did succeed in bringing people through the city by the thousands and let them see our beautiful mountains, taste our unsurpassed water, show them our shaded streets and charming flowering shrubs. The question is then, could we, with other conditions as they are, "close the sale" by persuading the right sort of people to remain here, invest their money in property and become one of us?

As nearly as we can analyze the situation ,there are two factors which handicap us tremendously. One is the school situation. We had occasion to visit relatives in Glendora the other day, and we were positively envious of the beautiful grade and high school buildings there. That city is not much larger than this and we feel sure that the wealth per capita is no greater. And why is it that we must still put up with an old-fashioned, poorly arranged, and wholly inadequate grade school building, and then on top of that, have to send our children above the sixth grade to another city to get their education?

A lady made the remark just this week that she could not keep the interests of her children here when their acquaintances and social life all center around Pasadena schools. How may we expect them to have the welfare of their city at heart when they grow up to manhood and womanhood? Parents who are the right sort, such as we would like to have make their home here, look askance at the public school facilities here and in inummerable instances it has been the deciding factor in their refusing to come or in their leaving even after they had once moved here.

This matter cannot be stressed too strongly and we would feel as if we were failing to do our duty as a newspaper obligated to serve the best interest of the community, if we did not do all in our power to remedy a condition that is most deplorable if not positively disgraceful. We certainly need a new grade school here and then a junior high school at least including the 10th grade. We hear a big howl about the high taxes, but the very low assessed valuation here, we are reliably informed, makes the taxes no more than the average Southern California city of this size. And, besides, your property values will rise when once you get the right kind of educational advantages for your children which is the primary concern of any real parent.

The second matter of house-cleaning that needs attention before we go to too much trouble to bring people by "our front door" will have to be taken up later. Let's get busy with a little action and put a quietus on those calamity howlers who say that "nothing can be done here."

✣ ✣ ✣ ✣

ACT YOUR AGE

A NEW ERA has come with the present day generation. Modern inventions, with their time, labor, and thought-saving features have brought an age of more leisure. Electricity, steam, gasoline and other forces have been made subservient to man so that he may more fully realize his secret ambitions of leisure, pleasure and recreation.

And with the new period have come problems arising with the neglect of maintaining a balance of forces. A person may play too hard as well as work too hard with equally as disastrous results.

The danger of over-exertion cannot be stressed too strongly since it is one of the greatest hazards of recreation. A man of fifty cannot perform the feats of physical endurance that a young man of twenty-five might be able to stand without showing signs of ill effect. The over-playing of golf or tennis, swimming or hiking unusually long distances, or other sudden drains on reserve energy are exceedingly dangerous practices and ones which may lead to serious consequences from heart disease or apoplexy except to persons of unusual endurance or who have kept themselves in training for such exercises.

The maxim "Act your age" may well be applied to old and young alike. Adolescents cannot stand the pace of nightly late hours, dancing or participating in strenuous sports without tearing down their resistance to communicable diseases, tuberculosis or degenerative diseases of later life. For every hour of hard play there should be a balancing hour of quiet and rest.

Leisure time has also brought problems of public health in addition to those of personal health. Forests and playgrounds widely patronized by motorists and serving as watersheds for surrounding cities of thousands of inhabitants must of necessity be kept clean and free from contamination as a protection to the city dweller as well as fellow-vacationists. The dangers of waterborne epidemics of diarrhea, dysentery, typhoid and cholera, caused by recreationists, are ever-present sources of apprehension to the public health official.

How to Grow Sweet Peas Is Explained

Success of Sierra Madre Float Depends Upon Support

The time will soon arrive for planting sweet peas for early winter blossoming and an urgent appeal is being made by the committee in charge of preparations for the Sierra Madre Float to be entered in the Pasadena Tournament New Years Day for all loyal and interested citizens to help bring home a prize. The success of the float depends almost entirely upon whether or not enough white sweet peas are grown by volunteer helpers, says Mrs. Milton Steinberger, chairman of the committee, for there is not sufficient market for this color bloom to warrant florists growing them.

Following are printed authentic and comprehensive instructions for successful sweet pea culture in California. Many persons in Sierra Madre report having had wonderful success in raising this flower and state that it requires very little effort. All who wish to help provide blossoms for this float may get free packages of sweet peas from Charles Klunk at the Sierra Madre Hardware Store:

California climatic conditions are ideal for the growing of sweet peas. During recent years they have become one of the leading flower seed crops of the Golden State.

Planting Time For Winter Flowering Sweet Peas

Planting time for the Early Winter Flowering Sweet Peas begins August 1st and continues until about December 1st or longer if desired. With favorable weather conditions plantings made during August and the first two weeks in September should produce flowers for the Christmas season.

Plantings made at this time, however, *require a little additional care* to obtain a good germination of seed. Sweet pea seed sown in warm soil and under the summer heat will very often mould in the ground, therefore, it is necessary to provide shade for the seed row to keep the soil cool. This may be done by covering the row with large green weeds, or by placing a burlap covering a few inches above the row.

After the seeds have germinated and the plants appear the covering should be removed and the plants given full sunlight. This is very important for if they are shaded too long the result may be long spindling plants wihch are weakened because they have not had sufficient sunlight.

Soil Preparations

Proper soil preparation is very important. Your sweet peas will probably be no better than the soil preparation you make for them. Plenty of humus producing materials and some bone, blood or fish meal should be spaded in to a good depth. Straw, barnyard manure, leaves or other organic matter will provide humus. Deep rooting is necessary.

The more often the soil is turned and the better it is pulverized, the better will be the results both in germination and in growing. The humus producing materials should be spaded in well in advance of planting, then apply water either by thorough sprinkling or by irrigation and cultivate the surface as soon as it has become sufficiently dry.

Ten pounds of *Toro Sulphur* thoroughly mixed with the soil of a 30 foot row will often prevent blight and other fungus root diseases.

How To Plant

Open a furrow fiive to six inches deep in freshly turned soil and after haveing inoculated the seed with *Mulford Culture,* plant the seed in the bottom of the furrow at the rate of one ounce to a 30 foot row, covering to a depth of about one inch. Firm the soil to the seed with the back of a rake and leave a loose mulch on the surface.

There should be sufficient moisture in the soil at the time of planting to germinate the seed and to grow the plants well above the surface before additional water is applied. In the case it becomes necessary to turn water into the seed row to germinate the seed, be sure that it is kept thoroughly moist thereafter until the plants are well established.

As they grow fill the furrow gradually to the surface level and then for irrigating purposes open a furrow parallel to the seed row, being careful not to flood the seed row itself. Thoro cultivation should follow each irrigation, leaving a loose mulch on the surface each time.

NO USE FOR A VENUS

She, "John ,what did you do with the beauty doctor's bill"?
He, "Vetoed it."—Life.

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April Shower Bath Powder $1.00
Hoyt's Eu de Cologne 25c 50c $1.00

Max Factor Sum'R Tan Powder $1.00
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Brick Ice Cream (for home use) .....qts. 60c

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DEPENDABLE MEATS

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Veal Roast, lb. - 28c
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More Meat is required for Strength be-gatting!
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"Teenie Wienie"

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Tours to
ZION-BRYCE-GRAND CANYON
National Parks

SEE the land of Flaming Canyons, America's most stupendous scenic wonders, under expert direction. A marvelous vacation trip at low cost.

TOURS LEAVE JULY 27
Aug. 10, Aug. 24, Sept. 7.

Also personally conducted tours to Yellowstone. Full details from any representative.

Union Pacific
THE OVERLAND ROUTE 5-8
WOODSON F. JONES
Ticket Agent
27 No. Baldwin Avenue, Sierra Madre

1969

Society and Personal

KANSAS CITY FOLKS VISIT RELATIVES HERE—

Dr. Sam E. Roberts and wife of Kansas City, Mo., were guests of his sister, Mrs. Samuel Sea of Sierra Madre last week. Dr. Roberts is an ear, nose and throat specialist, and was enroute to the American Medical Convention in San Francisco and Portland, where he gives a paper on diseases of the ear. They declared themselves very favorably impressed with Sierra Madre.

CAMPBELLS ENTERTAIN FRIEND FROM CHICAGO—

Mrs. J. M. Campbell has had as her house guest Mrs. Charles Bird of Chicago. On Wednesday evening a picnic dinner was enjoyed at Brookside Park, Pasadena. Those present were Mr. and Mrs. Rhodes, Miss Naegel of San Francisco, Mrs. McDonough and children of San Gabriel, Miss Myrtle Schultz, Mr. and Mrs. J. M. Campbell and Mrs. Charles Bird.

Mr. and Mrs. J. S. Weber of 352 East Alegria are spending several days at the Edgewater Club, Santa Monica.

Agnes Kruechner, who has been vacationing for five weeks in South Dakota, has resumed her duties in the Isaacs home.

Craig McLaughlin and Linden Murray are with the boy scouts for a ten days outing at Cherry Valley, Catalina Island.

Mr. Isaacs and Mr. Thomas motored to Big Bear lake Thursday of last week, returning Friday.

Mrs. Agnes Leighton also entertained these guests at a moonlight picinc supper Sunday night under the trees at Cypress court.

Miss May Green, Missouri educator, of Cape Girardeau, is a guest this week of Miss Martha Reynolds of Audubon way, Canyon Park.

Mr. and Mrs. Oscar Rasbach have had as guests Mr. and Mrs. Bell and family of Seattle. They spent Friday of last week at Catalina Island.

Mr. and Mrs. B. L. Hinkley of 231 W. Grand View are spending a week at Idlewild. Mrs. Anna Brown is taking care of the little daughter of Mr. and Mrs. Hinkley during their absence.

James Carpenter and family have returned from their vacation into Oregon and report a most delightful drive, especially the trip to Crater Lake over the paved government highway.

Wm. Middough, proprietor of the Sierra Madre Drug Co. on West Central ave., has just purchased a new Marquette, sedan from the E. L. Sapp Motor Co. of Monrovia.

Dorothy Johnston Smith of Globe, Ariz., has been a guest for a week of Dr. Laidlaw, leaving Saturday. Miss Smith is the county superintendent of schools of Gila county, Arizona. She lived with Dr. Laidlaw for two years, so knows many Sierra Madre people.

Miss Clara Sykes, 91 West Highland avenue, entertained at the City Park Thursday evening of last week with a picnic supper. The guests were Mr. and Mrs. Lawrence Elmore of Pasadena, Mrs. Laura M. Cline, Mrs. Agnes Leighton, Mrs. C. E. Newman and Miss Claire Newman.

Archie L. Fietz spent last week end in Long Beach visiting his mother, Mrs. Carolina Fietz.

Miss Dana Graham left for a visit in San Diego the latter part of last week, returning Wednesday of this week. She then went to Santa Barbara to visit with her two brothers for a few days.

Mr. and Mrs. Lucky D. Ball, Adolph Kettelborn, Miss Maizie McArthur, and Miss Joy Thomas spent Sunday in Long Beach, where they enjoyed a dip in the ocean.

Mr. and Mrs. Woodson F. Jones, Mrs. Legget, Mrs. Shannon and Mrs. Colbert attended the program on Tuesday night in the Hollywood Bowl. Previously Mrs. Jones, Mrs. Colbert and Mrs. Shannon saw the performance of Ethel Barrymore in "The Kingdom of God" at the Mason theatre, Los Angeles.

Recent guests of Mrs. Myrtle G. Hill and her mother, Mrs. A. J. McMullen, 168 East Central avenue, were Mrs. Hill's cousins, Mrs. Osmer A. McCoy and daughters, Betty Lou and Ardella of Miles City, Montana, and Mrs. Walter Peterson of Los Angeles.

The Woman's Society of the Congregational church will meet in the Ladies' Parlors of the church Tuesday morning, July 30th at 9 o'clock to help with the mending for the Plaza children's home. Come early and bring your thimble. The kiddies clothing need mending, even in hot weather.

Mr. and Mrs. E. E. Bacon have just returned from a trip to Crescent City, through the Redwood forests, driving that far with Mr. Bacon's brother and family upon their return to Minnesota. Mr. Bacon's three sisters accompanied them and returned with Mr. and Mrs. E. E. Bacon. They enjoyed the coolness of the trip from San Francisco up the coast to Crescent City. Ten of them made the trip.

State Fire Fighters To Hold Convention in Fullerton in Aug.

Plans have been completed for the annual convention of the California State Firemen's Association to be held in Fullerton August 7to 9 inclusive. More than 1500 delegates from fire departments all over the state are expected, these including members of the Women's Auxiliary.

The program includes sightseeing trips to the beaches, to the art gallery at Laguna, barbecues, dances and theater and swimming parties. Convention business includes addresses by Jay Stevens, state fire marshal; State Senators Rochester, Merriam, Edwards and Assemblyman Craig. Legislative matters will be discussed and there will be a demonstration of the latest equipment in fire fighting apparatus.

Motion picture stars of the Hollywood film colony will be present at one of the sessions. The Los Angeles fire department orchestra will be an attraction. Many other features have also been planned to make it an unusual gathering of the fire fighters of the state.

WHALE OF A SAMENESS

"His face was lined with anxiety. He was morried."—weekly paper. This is a misprint for either married or worried—the same thing, anyhow.—Humorist (London).

Fire Flames

By One of the Boys

Fire Flames' papa is not peppy, and we don't know what to write about, but we wonder why we never see old Louie out at night. His friend Swanson, who well knows him, seems to know the reason why, for, when he went down to see him, he could not get a reply. Oh, the reason is a secret and Joe has put the firemen wise, so if Louie trys a fast one, he may get a fine surprise.

I don't know what the above is all about. Joe said he went to call on Louie (to tell him that we had been working on the famous 'emergency truck') and although he (Joe) heard footsteps on the stairsteps, he got no response when he rapped on the door. There are one or two reasons for this.

This is the fourth Friday of the month and don't forget. It is also Jim Heasley's turn to "feed" and we are all invited to drink water from the swimming pool. The wives and sweethearts are also invited.

The next meeting of the S. G. V. F. A. will be held in Arcadia some time in August, the date will be announced later.

Without an alibi, I once more apologize for the length and breadth of the column, but there is a reason. Fire's Out.

ROCKY MOUNTAIN STATES ANNOUNCE PICNIC RALLY

All former Wyoming residents are urged to attend the annual summer picnic reunion to be held all day August 4th, in Sycamore Grove Park, Los Angeles. Coffee and souvenir badges wil be supplied. Mrs. Susan Holbrook is secretary-treasurer and Wm. O. Owen, president of the state association.

All former residents of New Mexico, Arizona and Nevada are invited to their annual picnic reunion in Bixby Park, Long Beach, Wednesday, July 31. This will be the low special rate day over the P. E. and everybody interested should take advantage of this opportunity. Silk souvenir badges and coffee will be provided. Each state will have its separate section and separate county registers. There will be a program, opening at 2 o'clock with addresses, music and community singing. Special speakers are invited for each state.

Canyon Park Notes

Dinner guests of Mr. and Mrs. S. Petsel at Petsel's gardens on Thursday evening of last week were: Mr. and Mrs. O. E. Johnson and family, Mr. and Mrs. Frank Benton, Mr. and Mrs. Leo Stork and family of Altadena, and Mrs. F. W. Maher and daughter Lucile of St. Paul. After dinner the entire party attended the carnival at the pool, an event of the Red Cross swim campaign.

Mr. and Mrs. F. A. Evans, of "Just-a-mere-home" on Brookside Lane, left on Saturday with their son and daughter-in-law, Mr. and Mrs. F. E. Evans of Bell, to motor to Soldier and Topeka, Kan., and Liberty, Neb. They plan to attend a family reunion at Liberty next month and will return home September 1st.

Miss May Green of Cape Girardeau, Missouri, is a guest of Miss Martha Reynolds this week. Miss Green is principal of the Washinpton school at Cape Girardeau and is a prominent educator in the southern part of the state.

Miss Lillian Isabel Lewis, of Lewis Terrace on Woodland Drive, left on Monday for Lake Shore resort in the High Sierras, to be gone a number of weeks.

Mr. and Mrs. Blake C. Maxwell have rented their cottage "Old Kentucky Home" and are spending the month in Long Beach at the Nixon Apartments.

Mrs. J. R. Thompson returned Sunday after an absence of five weeks spent in Long Beach and the Catalina Islands. A niece, Miss Jewel Byrns of Long Beach, is her guest at "Ak-sar-ben" cottage for a week.

Mr. and Mrs. Gabriel Hodge of Lomita entertained the following guests on Monday at "Splash Inn" cottage: Mr. and Mrs. Robert Jones, Mr. and Mrs. Myers, Eleanor Myers, Dorothy Jones, Mrs. Earl Thorsen, Mrs. Isabel White and the Misses Euphrasia and Mary Ann Taylor, all of San Pedro.

On Wednesday Mr. and Mrs. D. A. Hauk entertained at their home on Brookside Lane in honor of the birthday of their grandson Wallace Strock of Sacramento. The guests were Norvin and Buddie Armstrong, former Canyon Park residents, and cousins of the guest of honor, Janet and Bobbie Hauk of Pasadena, Elizabeth Scalet of Los Angeles and Harriet Leebrick of Long Beach. The luncheon table was attractive with ferns and wild flowers and a large birthday cake, bearing the requisite number of candles, was cut and served to the guests. The celebration included swimming in the pool.

Mr. and Mrs. J. A. Bergan and children Rachel and Paul, and Mr. and Mrs. E. R. Berberet and family, of Long Beach, are guests at Audubon Court this week.

Mrs. R. L. Frasher and her parents Mr. and Mrs. O. T. Frisbie, of Eagle Rock, spent Tuesday at Canyon Park visiting with friends and relatives.

Rev. and Mrs. Robert Charles Lewis of 481 Woodland Drive, were week end guests of Mr. and Mrs. Forest V. Velzy at their home in Whittier.

Forty-two guests attended the christening party on Sunday afternoon, when Rev. Lewis baptized the grandson, William Forest Velzy, son of Mr. and Mrs. Lewis Velzy of Los Angeles.

Refreshments were served in the spacious summer house to the guests, all of whom were former parishioners of the Rev. the East Los Angeles Congregational Church.

It was this beautiful three story home of Mr. and Mrs. Velzy completed only recently which was partially wrecked in the earthquake of July 1st.

MARTYR TO HIS GROUCH

Blinks—"I thought you hated the saxaphone."

Jinks—"I do."

Blinks—"Then why did you buy your son one?"

Jinks—"Because I hate the neighbors more."—Cincinnati Enquirer.

RE-ROOF NOW!

Best Prices on Asphalt and Asbestos Shingle Roofs.

Terms if desired.

SIERRA MADRE CABINET WORKS

George Moran, Prop.

162 Grove Street Red 196

American Red Cross

SIERRA MADRE CHAPTER

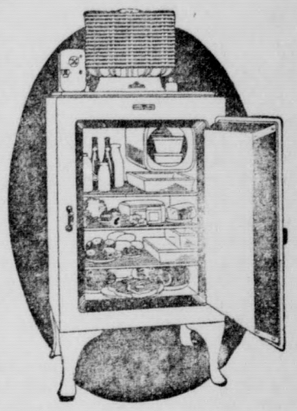
Files containing information of vital interest to soldiers can be found at the Library.

Regular monthly meetings the last Monday at 4 p. m. All are welcome. 31:tf

ALL-STEEL REFRIGERATOR

sets new standard of

DURABILITY EFFICIENCY POPULARITY



AN *all-steel* cabinet that cannot warp. A mechanism that is hermetically sealed, dust-proof and self-oiling. No wonder the General Electric Refrigerator has set new standards! It actually operates more quietly—it uses less current, it provides for maximum food storage.

And—important to busy housewives, it operates automatically, regulating itself so that the temperature is always within the safety zone—several degrees below 50.

These new all-steel models are remarkably low in price, beginning at $215 at the factory. They are as durable as a safe and cannot warp. They keep cold from seeping out and heat from creeping in.

Visit our display rooms and see the new all-steel models and learn how easily they may be bought with conveniently spaced time payments.

There are now over 250,000 users of General Electric Refrigerators. Not one of them has ever spent a single dollar for repairs or service. That was our guarantee to them.

GENERAL ELECTRIC

ALL-STEEL REFRIGERATOR

Sierra Madre Furniture Co

"Everything for the Home"

Blue 219 TOM TYLER

Hillcrest

1c SALE

Saturday, July 27, 1929

2 Double-header Ice Cream Cones.....11c

2 Glasses Genuine Churned Buttermilk.....6c

Extra Special

Hillcrest Cottage Cheese (reg. 20c).....15c lb.

Hillcrest Pure Cream Ice Cream (reg. 70c) 55c Qt.

20 Flavors to Select From

On Sale at All Hillcrest Stores (Saturday Only)

Watch for It!

These sales will occur every two weeks. for One Day Only, thruout the Summer.

Hillcrest Dairy Products, Inc.

3600 East Foothill 1702 East Colorado St.

1326 North Lake 920 East Colorado St.

Open until 10 p. m.

Under new automobile laws

EFFECTIVE AUGUST 14TH, 1929

Do You Know That.....

All driving privileges are taken away from the automobile owner who fails to pay within fifteen days any final judgment against him of more than $100.00 resulting from an accident, and also his registration certificate is suspended.

And the license will not be reinstated until the judgment has been paid and in addition proof furnished of the driver's or owner's ability to pay all judgments coming out of any future accident?

This proof must be in the form of either:

An insurance policy which gives liability insurance against injuring people up to $5,000 for one person injured, and up to $10,000 for more than one person in one accident, and up to $1,000 against injury to other people's property.

Or a bond of a reliable Surety company which provides practically the same protection as the insurance policy,

Or by your depositing $11,000 with the Chief of the Division of Motor Vehicles to be used to pay any judgment which might be rendered against you.

It will cost a $1,000 fine or one year's imprisonment or both if anybody operates a motor vehicle while his license is suspended or revoked.

Owners are liable for the negligence of someone else driving their motor vehicle, either with expressed or implied permission.

Parents are liable for negligence of minors where minor has expressed or implied permission of parent to drive, except in cases where the minor is employed by someone else.

Cities, Counties and State, also school and other districts are liable for negligence of their respective officers and employees driving in course of employment or driving publicly owned vehicles.

Operator cards will show Court endorsements of records of conviction for driving while intoxicated, reckless driving and certain other offenses.

There are many miscellaneous provisions such as windshield sticker limitations, no tires in front of radiator, failure to stop and aid after accident, pedestrians to keep on left side of highway, buying or selling motor if manufacturer's number has been removed, and two years' limit on all operators' licenses issued since new laws.

And "reckless driving" which is constantly increasing in its significance and which is being taken to mean willful or wanton disregard of the safety of persons or property, warrants your careful analysis.

The above of course is only a rough sketch of some things affecting drivers seriously. We solicit the privilege of a thorough discussion with you to help arrange conservative protection for your interests.

Classes of Insurance Written.....

AUTOMOBILE—Complete Coverage PUBLIC LIABILITY—All Classes

FIRE BURGLARY EARTHQUAKE TORNADO

PLATE GLASS

Sierra Madre Realty Co.

Woodson F. Jones, Mgr. Phone Main 182

27 N. Baldwin., Sierra Madre

SUMMER MENU MEATS

Serve summer meats that are easy to prepare and not too heavy for the diet . Try some of our famous sugar-cured hickory smoked bacon — for breakfasts, lunches and for delicious sandwiches.

Ham

Sugar cured ham is the ideal summer dish. Ours is from young corn fed pigs.

Frankfurters and other sausages and cold meats are here in wide variety for your week-end outing, including our famous Home-Baked Ham.

Free Delivery

Central Market

Chas. E. Davis

Phone Main 97

PICNIC LUNCHES go big

if you take along a generous slice of

Martin's Rabbit Brand Cheese

WELL AGED

We have been fortunate enough to secure another supply of this delectable food and only ask that you try it to be convinced of its superiority.

We also carry a large selection of olives, cookies, pickles, fruits and hundreds of other items sure to tickle the palate of the hungry picnicker.

Don't neglect to bring your Peet's Palm Olive Soap Coupon here for redemption.

Solury & Davies

Phone Main 6

Three FREE Deliveries Daily

9:30-11 a. m.—3 p. m.

Journalist Gives Tips on Business

(Continued from Page One)

higher quality goods, better store service and other attractions account for 25 per cent.

"Such figures as these bring the problem rather squarely back to the local merchant himself; they face him with the vital necessity of handling the goods that people want, of giving the type of service they are getting elsewhere, if he is to induce them to stay at home for their buying. In brief, they simply say that the merchant in the smaller community must be a better merchant—he must study more carefully, pay more attention to merchandising. He must devote his major activity to selling.

"Good selling means not only better merchandise, properly styled and seasoned, better store service and management and better display of goods; it also means better information to the public about those goods, their qualities, design, usefulness and price. It means sales promotion, which is not composed merely of personal selling over the counter, but of properly conceived and well written advertising that reaches the area from which other merchant's trade should be drawn.

"We find instances where the character of the goods and the store service is such that advertising can do that store no possible good ;in fact, the advertising only calls attention to the faults of the store, rather than to its virtues. The money for advertising would better not be spent, for it can profit no one—neither the merchant nor the newspaper.

"But where the merchant has set his house in order; where he shows a keen desire to take advantage of every possible opportunity to do business and to prosper; there a definite program of store promotion, including certain legitimate phases of advertising, can do him great good. It may easily make the difference between failure and success.

"For all too long, advertising has been regarded either as something for the other fellow to use, or as some form of magic, the key to which is held by only a lucky few. For all too long, it has been regarded as an expense to be enjoyed when the merchant had plenty of money and as a means of certain suicide when business was dull. Seldom is it regarded as a legitimate means of promotion, to be carried on regularly, like store rent, clerk hire, electric lights, water and gas.

"As a matter of fact, the liquid conditions in buying today make the need for advertising more imperative than ever before—not that buyers are to be forced to buy at home, but that they are to be educated to see the advantages of spending their money with their local merchants, granted, of course, that their local merchants give them goods which compare in quality, style, appearance and price with competitors in other cities. You cannot whine any more about "trade at home;' the condition has to be met on a fair and square, business-like basis. Public education, through advertising, is not only the soundest method, but the most economical method; it reaches the greatest number at the least cost—and its subtle influence eventually brings its readers to believe that the thought is actually theirs rather than the advertiser's.

"Without knowing anything about your city and its merchants and its residents, I can safely say that your trading possibilities here are no doubt infinitely greater than those which obtain today. There is no merchant here who has yet reached the potential of his trading possibilities. And there is no consumer here who yet spends all of his income here. What I mean to say is that the merchant can get more business from this city and its environs—if he will go after it in the right way; if he will take stock of his store and his service, measure it against the stores and stocks from which his own customers are buying in other towns, and place the right valuation on store promotion and advertising. It is not exactly a matter of spending more money, but a matter of spending his money in the proper way.

"One of the greatest things in life is to have an Objective—something to work and strive for, something to act as a spur or an incentive for our human energies, physical, mental and spiritual. Not only every human in this community should have an objective, but the city itself should have an objective—a goal to be reached through effort that builds character.

"The goal of your merchants might very well be more business. That is a legitimate ambition ,for upon it depends the success of many of the other goals you may, as a city, be striving for.

"The first thing to do then is to get your merchandising houses in order; know the area from which you should legitimately draw your trade; meet the needs of people within that area for every type of goods they desire—and emblazon your separate messages everywhere in a systematic advertising effort to acquaint people with what you have to sell.

"For your benefit, I have prepared a table of per capita buying factors which offer a simple method of computing the potential buying power of your community—the Objective, in other words, toward which you should aim in building better business and keeping trade at home. These factors represent the annual purchases made by every man, woman and child on the Pacific Coast in some thirty lines of trade. All you need to do, to find the maximum buying power in any line of business, is to multiply a given factor by the population you can cover.

"In cities up to 20,000 population, perhaps not 50 per cent of the potential trade is being done by merchants; the other 50 per cent is getting away. But more than 50 per cent of it could be garnered by proper promotion methods and in many instances that additional trade could be secured at very small cost.

"A very fair advertising percentage of the gross annual volume of a business is 5 per cent. Many merchants do not spend anything like that, which often accounts for their business practically standing still. To reach a higher objective, however, it is simply necessary to add to the promotion effort, just as you step on the gas when you wish to travel 40 miles an hour rather than only 20. In the weekly newspaper field it is all the more necessary to have a regular advertising budget, for the reason that your paper appears only once during the week while your store is open six days a week. It is a matter of constantly reminding people of your goods.

"Better business in any community really involves a three-way responsibility, the Consumer, the Merchant and the Local Newspaper. It is through the cooperation of these units, and the coordination of their activities, that the community becomes a compact, close-knit entity that may be galvanized into singleness of purpose.

"In this new day, the Consumer's responsibility is clearly a local one, so far as buying is concerned. But it must be taken for granted that conditions are favorable for such buying and that he is not asked to sacrifice his interests or the price or quality of goods he may need.

"The Merchant's part in the triangle is that of supplying the growing and changing needs of his customers in such a way that they are won to him in a lasting bond of confidence. He is, in fact, the buyer for his community and, as such, is entrusted with certain responsibilities which he cannot escape and still remain in business..

"Because of its peculiar construction, the Newspaper must act as intermediary between the two groups, performing both the office of an organ of intelligence and the service of a market place for the exchange of commodities.

"When one of these three agencies fails to function properly, the other two suffer. But when all three of them work together harmoniously, each profits. To that extent the community as a whole benefits."

Order your Rubber Stamps, Pads and Inks at News office

NOTICE OF COMMISSIONER'S SALE ON FORECLOSURE.
No. 276450

In the Superior Court of the State of California in and for the County of Los Angeles.

FRED J. GERBERICH, Plaintiff,
—vs.—
RICHARD D. JOHNSON, et al, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the State of California, in and for the County of Los Angeles, on the 9th day of July, 1929, in the above entitled action, wherein the above named plaintiff obtained judgment and decree of foreclosure and sale against RICHARD D. JOHNSON and BERTHA E. JOHNSON, Defendants, on the 5th day of July, 1929, for the sum of Fifty-two Hundred Twenty-four and 87-100 Dollars gold coin of the United States, plus interest and costs, which said judgment and decree was on the 8th day of July, 1929, entered and recorded in Judgment Book 719 at page 74 et seq. (to which judgment and decree reference is hereby made), I am commanded to sell at public auction all the following described premises, situate, lying and being in County of Los Angeles, State of California, and bounded and described as follows, to-wit:

"Lot forty-nine (49), of Tract No. 8951, in the County of Los Angeles, State of California, as per map recorded in Book 117, Page 51 of Maps, in the office of the County Recorder of said County."

PUBLIC NOTICE IS HEREBY GIVEN that on Tuesday, the 6th day of August, 1929, at 12 o'clock noon of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment with interest and costs and expenses of sale, to the highest and best bidder for cash, gold coin of the United States.

Dated July 9, 1929.
R. E. ALLEN,
Commissioner appointed by said Superior Court.

A. J. YOUNG,
1386 N. Lake Ave., Pasadena, Calif.,
Attorney for Plaintiff. 41:44

NOTICE OF COMMISSIONER'S SALE ON FORECLOSURE.
No. 279109

In the Superior Court of the State of California in and for the County of Los Angeles.

THE AMERICAN MORTGAGE COMPANY OF CALIFORNIA, a Corporation.
Plaintiff,
—vs.—
GILBERT WILCOX, et al, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the State of California, in and for the County of Los Angeles, on the 16th day of July, 1929, in the above entitled action, wherein the above named plaintiff obtained judgment and decree of foreclosure and sale against Defendants, on the 12th day of July, 1929, for the sum of Forty-eight Hundred Forty-two and 25-100 Dollars gold coin of the United States, plus interest and costs, which said judgment and decree was on the 15th day of July, 1929, entered and recorded in Judgment Book 719 at page 86 et seq. (to which judgment and decree reference is hereby made), I am commanded to sell at public auction all the following described premises, situate, lying and being in the City of Los Angeles, County of Los Angeles, State of California, and bounded and described as follows, to-wit:

The West thirty-six (36) feet of Lot twenty-five (25) and East twelve (12) feet of Lot twenty-six (26) of Tract No. 7703, County of Los Angeles, State of California, as per map thereof recorded in Book 86, Page 97 of Maps, Records of said County.

PUBLIC NOTICE IS HEREBY GIVEN that on Saturday, the 10th day of August, 1929, at 10 o'clock a. m. of that day in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obediance to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment with interest and costs and expenses of sale, to the highest and best bidder for cash, gold coin of the United States.

Dated July 16, 1929.
R. E. ALLEN,
Commissioner appointed by said Superior Court.

R. J. GARDNER,
Pacific National Bank Bldg.,
Los Angeles, Calif.
Attorney for Plaintiff. 42:45.

NOTICE OF COMMISSIONER'S SALE ON FORECLOSURE.
No. 272395

In the Superior Court of the State of California in and for the County of Los Angeles.

INVESTORS SYNDICATE, a Corporation, Plaintiff,
—vs.—
JOSEPH E. ANGELILLO, et al, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the State of California, in and for the County of Los Angeles, on the 5th day of July, 1929, in the above entitled action, wherein the above named plaintiff obtained judgment and decree of foreclosure and sale against JOSEPH E. ANGELILLO, Defendant, on the 2nd day of July, 1929, for the sum of Thirty-two Hundred Eighty and 51-100 Dollars gold coin of the United States, plus interest and costs, which said judgment and decree was on the 3rd day of July, 1929, entered and recorded in Judgment Book 719 at page 65 et seq. (to which judgment and decree reference is hereby made), I am commanded to sell at public auction all the following described premises, situate, lying and being in County of Los Angeles, State of California, and bounded and described as follows, to-wit:

East 80 feet of the South half of Lot 18 of Altadena Map No. 2, in the County of Los Angeles, State of California, as per map recorded in Book 42, page 76, Miscellaneous Records of said County. EXCEPT the south 342.90 feet thereof.

PUBLIC NOTICE IS HEREBY GIVEN that on Tuesday, the 6th day of August, 1929, at 12 o'clock noon of that day, front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment with interest and costs and expenses of sale, to the highest and best bidder for cash, gold coin of the United States.

Dated July 5, 1929.
H. J. CRESS,
Commissioner appointed by said Superior Court.

DANIEL E. FARR,
510 W. 6th, Los Angeles, Calif.,
Attorney for Plaintiff. 41:44

NOTICE OF COMMISSIONER'S SALE ON FORECLOSURE.
No. 253605

In the Superior Court of the State of California in and for the County of Los Angeles.

A. W. ZICKERT, Plaintiff,
—vs.—
MARY LUCY HOLTHAM, et al, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the State of California, in and for the County of Los Angeles, on the 2nd day of July, 1929, in the above entitled action, wherein the above named plaintiff obtained judgment and decree of foreclosure and sale against MARY LUCY HOLTHAM, JOHN DOE HOLTHAM, husband of Mary Lucy Holtham, JAMES S. PERRY and JEANETTE PERRY, Defendants, on the 16th day of April, 1929, for the sum of Twenty-two hundred Seventy-nine and 57-100 Dollars gold coin of the United States, plus interest and costs, which said judgment and decree was on the 18th day of April, 1929, entered and recorded in Judgment Book 708 at page 243 et seq. (to which judgment and decree reference is hereby made), I am commanded to sell at public auction all the following described premises, situate, lying and being in County of Los Angeles, State of California, and bounded and described as follows, to-wit:

Lot one hundred eighteen (118), Tract forty-five hundred fifty (4550), County of Los Angeles, State of California, as per map recorded in Book forty-nine (49), page ninety-eight (98), of Maps, in the office of the County Recorder of said County.

PUBLIC NOTICE IS HEREBY GIVEN that on Tuesday, the 30th day of July, 1929, at 12 o'clock noon of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment with interest and costs and expenses of sale, to the highest and best bidder for cash, gold coin of the United States.

Dated July 2, 1929.
R. E. ALLEN,
Commissioner appointed by said Superior Court.

VICTOR FORD COLLINS,
714 Board of Trade Bldg.,
Los Angeles, Calif.,
Attorney for Plaintiff. 40:43

THE LYRIC THEATRE
MONROVIA On the Foothill BOULEVARD

SUNDAY—MONDAY JULY 28—29
ADOLPHE MENJOU
—in—
"FASHIONS IN LOVE"
ALL TALKING
Two Vitaphone Acts Latest News

TUESDAY., WED., THURS. JULY 30-31, AUG 1
CLARA BOW
—in—
"DANGEROUS CURVES'
A TALKING PICTURE
Two Vitaphone Acts News

FRIDAY—SATURDAY AUG 2-3
RICHARD DIX
—in—
"THE WHEEL OF LIFE"
ALL TALKING
— Also —
LAUREL-HARDY COMEDY
"UNACCUSTOMED AS WE ARE"
Movietone News Vitaphone Acts Fables

ORONITE
"Kills 'em dead"
flies, mosquitoes, roaches, moths
and many other insects
STANDARD OIL COMPANY OF CALIFORNIA
FLY SPRAY

RAY A. GRANT
Funeral Director

Lady Assistant
Main 93 201 West Central

Savings and Commercial BANKING

Important Dates

August 12—Last day to pay first half of state tax; becomes delinquent at 5 p. m.

OFFICERS
H. E. ALLEN, President W. H. INGRAHAM, Cashier
C. S. KERSTING. Vice Pres. M. F. SEELEY, Asst. Cashier

DIRECTORS
H. E. ALLEN C. S. KERSTING C. W. YERXA
F. H. HARTMAN C. W. FORMAN
W. S. ANDREWS W. S. HULL

SIERRA MADRE SAVINGS BANK
COMMERCIAL SAVINGS
Capital Paid Up, $47,500.00—Surplus, $37,000.00

Dr. C. L. T. Herbert
OSTEOPATH
Office in Patio Sierra Madre Hotel Bldg.
(Former C. of C. Office)
TELEPHONE BLACK 48 RES., RED 168

DR. FRANK E McCANN
Practice limited to
Eye, Ear, Nose and Throat and
Fitting Glasses
Announces removal of his offices
to the new
CITIZENS' BANK BLDG.
Suite 207, 208, 209. Elevator Service.
Phones
Office: 470
Res., Black 129
S. E .Corner Myrtle Ave.
and Foothill Blvd.
MONROVIA, CALIF.

Professional Directory

Physicians

Lloyd L.Krebs, M.D.
Sierra Madre Office, 65 E. Central. 11 a. m. to 1:00
Phone Main 60

F. P. Miller, M. D.
Practice limited to diseases of the Lungs and Throat
Phone Sterling 9332
(Pasadena)
Apppointments Made at Any Time

Geo. W. Groth, M.D.
122 N. Baldwin
Calls answered day or night
Phone: Blue 144

Osteopaths

May Culbertson Laidlaw
OSTEOPATHIC PHYSICIAN
Hours by Appointment
Office and Residence 83 North Sunnyside—Phone Green 296

Dentists

Dr. J. L. Woehler
Dentist
Sierra Madre Hotel Building
Telephone Blue 184
Evenings by appointment

Warden & Tiller
Dentists
Hours: 8:30 to 12; 1:30 to 5
Office Closed on Fridays
Black 186 522 W. Central

ARTISTS

Ella Shepard Bush
MINIATURE PAINTER
223 West Laural Avenue

Undertaker

Ray A. Grant
UNDERTAKER
Licensed Embalmer
Main 93 203 W. Central

Pianoforte

Oscar Rasbach
Piano Pupils Accepted
Leschetizky Method
Phone Black 166
Res. 132 S. Hermosa

Voice Instruction

Laura Estelle Cadmus
Mezzo-Soprano
Concert, Oratorio and Church
601 Woodland Drive, Canyon
Tel. Red 159

Attorneys

Vincent Scott
Attorney-at-Law
Red 58
Office 405 South Hill Street,
LOS ANGELES.
Phone MU. 6266.
Res., 117 E. Grand View.
Home evenings, 7 to 9.

Plumbing

Plumbing Service & Supply Co.
G. E. Babbitt & Son
Plumbing, Heating and Supplies
Contracting and Repairs
Day and Night Phone
Green 288
314 West Central
Sierra Madre, California

Plumbing
and
SHEET METAL
SIERRA MADRE HARDWARE CO.
31 West Central
Phone Main 98
Night: Phone Blue 65

Landscape Gardener

Jessie Ward
Landscape Gardener
Plans furnished, work superintended or taken by contract.
Call Ward Nursery, Mt. Trail and Laurel. Phone Blue 29

BROWN'S LANDSCAPING
159 EAST LAUREL AV. PHONE GREEN 161
SIERRA MADRE, CAL.

Order your engraved cards and stationery from the Sierra Madre News. We can advise you as to the correct type styles, and card and stationery sizes, and guarantee perfect work. Let us keep your plates on file; reordering will then be a simple process—our office will be as near to you as your house phone.

Architects

R. M. Finlayson
ARCHITECT
Res. 162 Santa Anita
Monrovia Office:
203-205 First Nat. Bank Bldg.
Tel. Green 448

Contractors

D. and J. Buchan
Plastering, Cement and Brick Work; Cesspools
Blue 207—130 E. Montecito
Blue 226—677 W. Montecito

Civil Engineering

O. A. GIERLICH
Civil Engineer
Licensed Surveyor
Design and Supervision, Estimates, Plans and Maps
Phones: Sierra Madre Black 235
Monrovia Green 217
Branch Office, Room 3
Central Garage Bldg.
Sierra Madre, California

Painting and Decorating

Hapgood & Carlson
Painting & Decorating
Sierra Madre Shop
Phone Black 162

Miscellaneous

BANQUETS and Dances
Beautiful Quarters in New Masonic Temple
Rental reasonable. For terms and dates apply to
R. R. Hartman, 25 N. Baldwin.

JOHNSON & FELTUS
Housecleaning and General Hauling
Call before 7:30 a. m.
After 6 p. m. Blue 489
610 East Duarte Ave.
MONROVIA, CAL.

MUSICAL ACCOMPANIMENT

With a flourish of three pans President Hoover signed the farm-relief bill.—Memphis Commercial Appeal.

Church News

Congregational Church

Rev. Arthur O .Pritchard, Pastor.
Convers Twycross, Supt.
Mrs. Myrtle Hill, Pianist.
Gustav Riherd, Orchestra Leader.

"The Church for Today" will be the topic of the sermon at 11 o'clock by the Pastor. At the service department of the church school at 9:30 on Sunday morning Mr. Pritchard will give a talk on the Prophets. This is in the series on "A bird's eye view of the Bible." Next month will be given up to the New Testament.

The Adult Bible Class, Mr. Daniel Shaffer, teacher, will meet as usual in the Chapel at 9:30.

Christian Science

Corner Highland and Hermosa

First Church of Christ Scientist of Sierra Madre is a branch of the Mother Church, the First Church of Christ Scientist, in Boston, Massachusetts.

9:30 a. m.—Sunday School.
11:00 a. m.—Sunday service. Subject for July 28th—"Truth".
8 p. m.—Wednesday, Testimony meeting.

Reading room open Monday, Wednesday, Friday, from 2 to 4.

Unity Center

Upstairs, Woman's Club House.
270 West Central Ave.

Center closed during summer months, to re-open in October.

Church of the Ascension

(Episcopal)

Rector, the Rev. L. C. B. Hill.
Residence telephone, Red. 19.
Office in Parish House, Green 162.
8th Sunday after Trinity
7:30 a. m.—Holy communion.
9:30 a. m.—Song Eucharist with address.

The church school will attend the late Eucharist. Until Father Hill returns from his vacation, weekday Eucharists will be omitted. Next Sunday the Rev. Walter C. Blossom will be the priest in charge.

St. Rita's Church

Telephone Main 140.
Rev. Hyacinth Clarey, C.P., Pastor
318 North Baldwin

Sunday Masses, 7 and 9 a.m.
Benediction after late Mass.
Week-day Mass, 7 A. M.

Pilgrim Holiness

At Woman's Club House.

10 a. m. — Sunday School. Classes for all. Mr. Geo. Wheeler teaches the Bible Class.

Bethany Church

William Duncan Ogg, Pastor.

9:30 a. m.—Bible school. Classes for all ages. Miss Helen King teaches the adult class.

A great day for Bethany, to which we call the attention of members and friends. Two outstanding Missionary messages. At 11 a. m. Rev. Karl D. Hemmel, secretary of the Central American Mission, will speak. At 7:30 p. m. Rev. F. L. Canfield of the China Inland Mission, will present the pictures of one of the mission's outstanding Missionary activity, known as "the Tribe's Work". Appropriate music at both services. Mr. Samuel Kirk will sing at each service.

Our Christian Endeavor meeting is at 6:30 p. m.

RUNNING WILD

"Boy, you'd better watch out or you'll lose control of this bus!"

"You said it. I'm four payments behind right now."—Nebraska Awgwan.

Health Diet Taught Here By Practice

County Summer School Teaches Pupils How to Prepare Foods

A fundamental knowledge in the preparation of food is one of the interesting subjects being taught the children of the Sierra Madre Grammar School by Miss Geraldine Berges, the school staff dietitian. The children are enjoying the privelege of helping the dietitian in the actual preparation and cook-school and feel that they are becoming first class chefs.

So that every youngster may have an equal opportunity of trying out his culinary skill the children at the Summer Health School are divided into squads of five or six, and each squad assists the dietitian for two days at a time. A squad comprises workers for table preparation, table serving and table clearing; workers for the preparation of various foods and others for dish cleaning. The tasks are assingned in rotation so that all get equal training. But instead of considering them tasks, the children joyously anticipate the privilege of being permitted to help prepare the vegetables and fruits, cookies, puddings and hot dishes, set the table and even wash dishes if time permits. Miss Berges says she never saw such an eager group of workers as her present Summer Health School class. And each youngster is anxious to demonstrate later to mother just what he has learned at Summer Health School; often much to her astonishment as to how household tasks have suddenly taken on the attraction of a game or that he knows that celery contains cellulose and he must eat vegetables for vitamins.

The helpers must have clean hands and face, wear clean aprons and have their hair bound in caps or bands. Cleanliness in the handling and preparation of food is especially emphasized. Fingers and mixing spoons must be kept out of mouth, the dietitian cautions because it is not a sanitary habit.

Instructions to be followed in the Summer Health School are supplied the dietitian by Miss Rama Bennett, supervisor of nutrition.

The practical lessons in the preparation of food given at the Sierra Madre Summer Health School are under the joint supervision of the staff of the Los Angeles County Health Department and the Los Angeles County Public Health Association (Tuberculosis Committee)' and are followed in all the sixteen Summer Health Schools conducted in various county districts.

The Summer Health School at Sierra Madre has this year been made possible through the co-operation of the local school board, the P. T. A., the Kiwanis Club and interested individuals.

KNOWS HIS EMMA

A woman's idea of perfect-fitting shoes are those that she'll kick off as soon as she gets in the house and then go limping upstairs in her stocking feet.—Cincinnati Enquirer.

Hapgood Sells Out To Partner and Will Go Back East

George E. Hapgood returned unexpectedly this week from Atascadero, Calif., where he and his partner, O. W. Carlson, have been working on an extensive painting job. Mr. Hapgood announces that he has sold his interest in the firm of Hapgood and Carlson to his partner.

Mr. Hapgood was compelled to dispose of his interests before the Atascadero job was completed due to the fact that he had two offers from the East which demanded immediate decision. One of these was in Battle Creek, Mich., with his brother-in-law, and the other with the Foundation Construction Company in New York City, where he formerly worked.

George has lived in Sierra Madre nine years, having come here for the health of his wife who passed away a short time ago. He will leave for the East and Middlewest about August 5, and will be accompanied by his 9-year-old daughter, Jeanette and his mother, Mrs. Nettie Hapgood. They will spend some time looking over a number of situations before Mr. Hapgood decides upon his business future.

The partnership of Hapgood and Carlson has existed for 8 years and Mr. Hapgood states that it was thoroughly congenial at all times. Mr. Carlson expects to return from Atascadero the last of September.

Thirty Get Diplomas at Vacation School Exercises Today

Approximately thirty diplomas were presented to students who completed the summer's course at the Vacation School at the closing exercises held in the social hall of the Congregational Church at 10 o'clock this (Friday) morning.

The program, which was well attended by parents and pupils, included a devotional service by the children, a Bible drill, demonstration of memory work, a little play by the children, and a talk by the pastor, Rev. A. O. Pritchard.

Handwork by the pupils was displayed.

Communications

Editor Sierra Madre News.

My Dear Sir: On behalf of the Sierra Madre Chapter of the American Red Cross, we desire to express our thanks for the wonderful cooperation you have extended to us in our recent Swim Campaign. We appreciate greatly your efforts on behalf of all Red Cross activities. Yours truly, W. R. Humphries, Chapter Chairman in charge of Swim Campaign.

Editor News:—May I suggest that all old abandoned citrus and peach trees showing green growth or carrying fruit, be girdled.

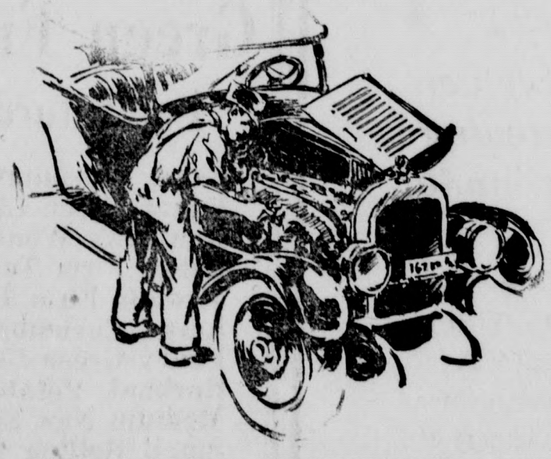
Respty.
Harry Lyons, 80 E. Laurel St.

Mrs. Ludwig Melzner of 223 Santa Anita Court spent Wednesday in Los Angeles.

PASS THE BAIT

Vicar, "And what parable do you like best, my son?"

Boy, "The one about the multitude loafs and fishes."—Montreal Star.



Expert Work Prompt Service
Moderate Prices---

—three things that you have a right to expect from our seasoned mechanics. We do good work quickly because we know how. We don't waste time fiddling around with your car—we've had so much experience with all makes that we can usually locate the trouble right away.

CENTRAL GARAGE
Joe Belohlavek, Jr.
Tel. Blue 8 Central and Baldwin

NOTICE OF DISSOLUTION OF PARTNERSHIP

Notice is hereby given that effective this date, July 26, 1929, the partnership doing business at 1940 Jefferson Drive, Pasadena, California, under the name of Hapgood and Carlson, painters and decorators, is formally dissolved by mutual agreement and consent of both members of the firm.

O. W. Carson has purchased the interests of George E. Hapgood and hereby assumes all obligations of the partnership incurred up to date, and he also is authorized to collect and receive all outstanding accounts.

(Signed) George E. Hapgood.
O. W. Carlson. Paid Adv.

"HOME-BODY" STUFF

Obadiah—"I think Peggy will make an ideal wife. Every time I go to her home I find her darning her father's socks."

Joshua—"That caught me too—until I noticed it was always the same sock."—Columbia Jester.

NOTICE OF COMMISSIONER'S SALE ON FORECLOSURE.
No. 278150

In the Superior Court of the State of California in and for the County of Los Angeles.

WESTERN LOAN & BUILDING COMPANY, a corporation, Plaintiff,
—vs.—
HAZEL M. BUTNER, et al, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the State of California, in and for the County of Los Angeles, on the 9th day of July, 1929, in the above entitled action, wherein the above named plaintiff obtained judgment and decree of foreclosure and sale against HAZEL M. BUTNER and RAY E. BUTNER, her husband, Defendants, on the 24th day of June, 1929, for the sum of Eighteen Hundred Sixty-two and 76-100 Dollars gold coin of the United States, plus interest and costs, which said judgment and decree was on the 25th day of June, 1929, entered and recorded in Judgment Book 719 at page 56 et seq. (to which judgment and decree reference is hereby made), I am commanded to sell at public auction all the following described premises, situate, lying and being in County of Los Angeles, State of California, and bounded and described as follows, to-wit:

Lot fifty (50), Tract 7368 as per map of said tract now on record in Book 102, Page 87 of Maps, in the office of the County Recorder of said County.

PUBLIC NOTICE IS HEREBY GIVEN that on Tuesday, the 6th day of August, 1929, at 12 o'clock noon of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment with interest and costs and expenses of sale, to the highest and best bidder for cash, gold coin of the United States.

Dated July 9, 1929.

R. E. ALLEN,
Commissioner appointed by said Superior Court.
BICKSLER, SMITH, PARKE & CATLIN,
Title Insurance Bldg.,
Los Angeles, Calif.,
Attorneys for Plaintiff. 41:44

MONTE VISTA JERSEY DAIRY

MILK, Quarts	15c
Milk, Pints	8c
Coffee Cream, ½ pints	16c
Whipping Cream, ½ pints	30c
Buttermilk, Quarts	15c
Skim Milk, Quarts	5c

COTTAGE CHEESE AND BUTTER
Phone Black 216

NORRIS
ESTABLISHED 1887
Phone Main 12, Main 205

Trade at your
Spartan Grocer
For Quality and Price

One Week Specials
in our Spartan Self-Service Dept.
starting
FRIDAY, JULY 26

Canning Season Supplies at Less than Wholesale Prices

SUGAR PURE CANE 10 POUNDS 51c
Limit one lot to a customer with other purchases

CERTO—Makes your jelly jell, the bottle 25c
RED JAR RUBBERS—heavy double lip, 2 doz. for 13c
PAROWAX—per pound package 9c
Boyd MASON CAPS—per dozen 24c
JELLY GLASSES—6-oz. per doz. Squat or Tall 35c
JELLY GLASSSES—8-oz., per doz., Squat or Tall 39c
MASON PINT JARS—per dozen 77c

Limited Quantities at these prices
PAL DOG BISCUITS—large package, whole or crushed 35c
"Puts Wag in Your Dog's Tail"

We are Sierra Madre Agents for
Liviti Distilled Water
In 1 gallon or 5 gallon bottles
FREE DELIVERY
This is pure distilled water. Don't confuse with ordinary spring water.

Free Premium Vanilla Coupon
EXCEPTIONAL FREE OFFER
Present coupon, together with purchase of one 35c bottle of Premium Vanilla, and receive entirely free one 25c bottle Trippie Strong Vanilla, Lemon, Almond, Mapletree, Black Walnut, Orange or Maple. Will not bake out. Keeps food moist and delicious.

WE TAKE ORDERS
for
Rubber Stamps,
Seals and Badges,
Stamp Pads and Inks,
Metal Signs,
Stencils and Brushes.

Sierra Madre News
Phone Main 260.
Prompt Service Down-town Prices

If you have something to sell, try the
News Classified Wantads

WANTADS

WORK WANTED

HEMSTITCHING and Dressmaking. Mrs. House, 30 S. Baldwin. 41*44a

RELIABLE and competent gardener. Geo. W. Smith, 125 E. Laurel. Tel. Red 202 evenings. 41*44a

UNEXCELLED FOR LAWNS BROWN'S 20-UNIT FERTILIZER. GREEN 111. a:1

LANGLEY'S Barber Shop, the home of good hair cuts, scientific facials and oil scalp treatments.

FURNITURE repairing, carpentering, painting and general repairs; door locks and windows. Call, The Handy Man. Black 86. 11:tfa

Middle-aged woman wants any kind of work a few hours a day or could clerk or do cashier work or book-keeping. Blue 295. 42tfdh

RENTALS

WANTED TO RENT: Good second hand sewing machine. Call Red 122. 43* i

FURNISHED room with kitchenette, reasonable. Phone Blue 30. 41*43d

FREE RENT: Inquire 49 or 65 S. Baldwin. 40:tfd

NEWPORT Beach cottage for rent or sale; 3-rooms and bath. Call J. Ward. Red 121. 39:tfd

FOR RENT: 4-room modern furnished house. Reasonable. Inquire 337 No. Lima 43*44

FOR RENT: Modern 4 room furnished $26.00. One 4-room unfurnished $20. Red 70. 65 E. Laurel. 43:45d

DESIRABLE 8-rm. house, furn. or unfurn. Black 19. 33:tfd

FOR RENT: Nicely furnished, 5-room modern bungalow, with garage. Fruit and Flowers. 187 Adams St. $35. Apply 40 N. Lima, or any agent. 34:dtf

FOR RENT: Furnished. 57 E. Central. S. M. Realty Co. 35:dtf

FOR RENT. 5-rm. furn house. 199 N.Hermosa. Nice grounds. Ph. CR. 9252. 33:tfd

LOST and FOUND

FOUND: Purse containing small sum of money at City Park, owner may claim same at Sierra Madre News office by proper identification and payment of this adv. 43dhg

FOR SALE

FERTILIZER: Pulverized cow manure for lawns, roses, etc. $1.00 per bag, 3 bags $2.50, delivered. Ward Nursery. Blue 29. 37tfe

SCRATCH PADS, 15c lb. at the Sierra Madre News office. 40dhtf

FOR SALE: Collapsible baby buggy, $5. Inquire at News office. 40dhtf

16-ft. Motor Boat and trailer. $80. Call Safeway Store, Baldwin Ave. 43:e

BROILERS, 4 for $1; Fryers, 3 for $1. White Rock, delivered 390 W. Central, Blue 186. 43tfe

FRUIT JARS: Qts. 50c and pts. 40c doz. Black 126. 43*e

WASHING MACHINE: $15.00 Sewing machine, $5; $13 worth of shigle stain for $5. 138 W. Montecito. 43*45e

FOR SALE: Fancy Pyle game bantams, 10 hens and 3 roosters; good breeding stock. W. P. Caley, 233 Ramona Ave. Phone Black 132, Sierra Madre. 41*42e

R. I. R. fryers; fresh brown eggs 45c doz. 187 Lowell 42*44e

DRY FERTILIZER $4 load; fresh fertilizer $3.50 load, delivered. Phone Main 242. 1:etf

ROOMS—BOARD

ROOMS with or without board. No TB. 382 Auburn. Black 19. 14:htf

FOR SALE REAL ESTATE

BARGAIN for quick sale—2 1-3 acres high up, level land, 3 houses, beautiful location, gas, light and water. $7,500. T. W. Neale, 22 N. Baldwin 42-44e

BARGAIN: Two good 5 room houses and garage on lot 50x 200. Shade trees, good location improved St. All assessments paid, price $3500 for quick sale. This is absolutely a bargain. T. W. Neale, 22 N. Baldwin. 43:45

Miscellaneous

IDEAL HOME FOR CHILDREN 9 large rooms, sleeping porch; surrounded by wide veranda; shade trees; vines and lawn. Vacant Aug. 1, Owner 1542 E. Orange Grove, Pasadena, Ph. Colo. 2786. Also very comfortable 6-rm. furnished house. 43-44d

WANTED: Address of Mr. M. G. Trigg, formerly of Lamanda Park. Box C., Sierra Madre. 43*45i

PROTECT YOURSELF with a ten dollar Pacific Mutual accident policy for one year. It pays $40 per month for total disability, $10 for partial, $1000 for death, $1000 for loss of eyes, hands, or feet. This policy protects against all accidents. T. W. Neale, Dist. Mgr., 22 N. Baldwin. 42*43i

MATTRESSES remade, $3.00 and up. Upholstering and rug cleaning. We call for and deliver. Monrovia Mattress & Upholstering Co. 120 W. Lemon. Phone Monrovia Blue 427. 31:tfi

JUL 1929

Morgridges Enjoy Trip Thru East

Find National Capital One of "Hottest Spots" Ever Encountered

Will Visit Many Historical Points Before Return to Home Here

A letter from the Morgridges, dated July 13, located them on the Atlantic seaboard, at Atlantic City, N. J., where they were resting after a week of sight-seeing at Washington, D. C., "which was the hottest place we have ever endured." From Atlantic City they expected to go to New York.

Their trip is proving very delightful and interesting, especially to Howard and Miss Elizabeth, whose knowledge of history is being greatly enhanced by visits to the points in the east where American history was started.

Howard was particularly thrilled when he visited the old fort where John Brown was captured. A brick taken from the original structure was given to Howard by his Grandfather Morgridge and the brick was checked as being authentic.

They will visit many points of historical interest in the "Colonies" and spent some time at the old Morgridge home, dating back to Colonial days, before returning to Sierra Madre in time for the opening of school.

Spray Roads of San Fernando Valley to Eradicate Vine

Spraying of nearly all of the roadsides against puncture vine in the San Fernando Valley has been completed by the county horticultural department, according to reports reaching the Automobile Club of Southern California.

Since the irrigation of the bean crops in the area and the rise in temperature, the growth of the vine has been more rapid, according to the report. Control is being effected by three power pumps mounted on motor trucks. Active interest is taken by the motoring organization in the eradication of the puncture vine and persons knowing roads where the vine is found are urged to send information to the club.

Four Local Men Hear Gov. Young Talk at Monrovia

Sierra Madre was well represented Wednesday evening at the annual banquet given by the Monrovia Chamber of Commerce to its own members and those of neighboring cities. Those who attended from here were C. B. Klunk, R. C. Copenhaver, Fred Griebenow and Ray Grant.

The feature of the evening was an address by Governor Young who gave his audience a little "inside dope" on how the state budget is made up and distributed.

Miss Griffith's well-deserved title "the Orchid of the Season" is more odious than ever in this beautiful production.—Asheville Times.

Why Suffer From Sunburn?

When you can obtain the same natural effect so easily and pleasantly with

COLONIAL DAME'S Sun Tan Beautifier

or

FAIRY STREAM SUN TAN

WISTARIA BEAUTY SHOPPE

Mrs. V. S. Vaupel

38 North Baldwin

Green 194

CORRECTED NOTICE OF MEETING TIME MERCHANTS ASS'N

Announcement was made in a recent issue of The News that the Retail Merchants Credit Association would hold their dinner meeting August 5 at the Park Club House. The correct date is August 12, the second Monday in the month as August 5 is the regular semi-monthly meeting night of the Chamber of Commerce.

Sierra Madre Drug Company Continues With Improvements

Improvements are under way this week at the Sierra Madre Drug Company on West Central. The partition at the back of the store which separated the front room from the prescription department is being entirely removed and this department will be conducted in another section of room farther back which formerly has been used entirely for storage purposes.

This change will increase the floor space of the drug store by some 200 square feet, according to William Middough, proprietor, who purchased this business some two months ago and has been constantly putting in improvements and enlarging the stock. His advertising in the local newspaper follows the style of that used by the drug stores of the larger cities and there has been a very gratifying response to the values he offers in special merchandise every week.

New show cases and display racks will occupy the additional space gained by the alterations, and the new prescription department is receiving a coat of attractive gray paint.

Wanted: Ton Truck By City Officials Who Go a Fishin'

Twenty-three men, oh, such a lucky number, went fishing Sunday at Manhattan Beach. The fish fairly jumped into their boats and were so numerous that about 50 pounds of the mackerel were left because they couldn't carry them home. A goodly number of baracuda were caught, besides other denizens of the deep.

Now this is a real reel fish story, believe it or not, for the twenty-three men consisted of the Henry and O. A. Gierlich force and Jim Carpenter.

Take us next time—we'll carry home the extra fifty lbs., or hire a truck or something!

Mr. and Mrs. Cy Young and family are home from a vacation trip during which they went as far east as Nebraska. Cy did lots of fishing and caught lots of fish. They report a most delightful trip.

STOP My Want Ad

"I've sold every one of my friers, but the phone won't give me a moment's peace. Please stop my ad," says Mr. DeTemple, on West Central.

"I thought I had a supply to last three weeks but they all went within 24 hours after your paper came out."

It's not unusual for a Want Ad user to make this request — proving again and again that the Want Ads in this paper bring results.

Sierra Madre News

Phone Main 260

"Miss California" Invites the World

Miss Eleanor Olvrith, the State Fair "Poster Girl," says "Welcome!"

State Fair to Be Greater Than Ever

Fine Program for Entertainment of Visitors Is Being Arranged

Fifty-five of California's fifty-eight counties, seven western states and the Republic of Mexico have thus far reserved space for exhibits at the California Diamond Jubilee State Fair and Western Exposition which opens at Sacramento August 31st and continues for ten days.

The two largest buildings of the twelve on the state fair grounds will be used for county and state displays. Many of the county exhibits will be historical in theme, providing an appropriate setting for California's seventy-fifth anniversary fair.

In the Western States building will be displayed from Oregon, Arizona, Idaho, Nevada, Utah, Wyoming and California, an extensive exhibit by Mexico, and a special showing of products from the Kern county, California, ranch of President Herbert Hoover.

Other departments of the Fair will be conducted on a larger scope than ever before, including the livestock department, in which $27,000 in prize money is offered; the horse show with $23,600 in premiums; the racing program with purses totaling $34,000; the educational building with displays from schools in every county of California; the machinery building, and the State Fair Aircraft Show, a new feature of the exposition.

An exceptionally fine program of attractions for grand-stand crowds is being arranged. The Fair will run two days longer than usual and preparations are being made for a record attendance.

DOG TAX NOW DUE; POLICE SAY GET TAGS AND AVOID PENALTY

The Police Department wishes to announce that the Dog Tax for the coming year (July 1st, 1929 to July 1st, 1930) is now due, and dog owners are notified to call at the City Hall and get their tags for the coming year as a penalty may be added if collection is necessary.

HE DIDN'T TICKLE HER

He had proposed. She had refused him. "You are just a joke," she said. "Well, can't you take a joke?" he asked.—Border Cities Star.

GOING THE PACE

Seeing his flapper daughter ordering pickles for lunch, her father grunted, "Why don't you order something substantial?"

"All right; gimme an eclair."—Louisville Courier-Journal.

Most *Complete* Service East

—More trains, more thru Pullmans, and Four Great Routes to choose from

WITH its twelve daily trains East over four great routes, Southern Pacific can take you from the Coast to more eastern destinations *without change of trains or cars* than any other railroad.

For instance, you may ride from Los Angeles straight through to Atlanta, Cheyenne, Chicago, Dallas, Denver, Des Moines, Fort Worth, Houston, Kansas City, El Paso, Little Rock, Memphis, Minneapolis, New Orleans, Oklahoma City, Omaha, St. Louis, St. Paul, San Antonio, Seattle, Washington, D. C., and dozens of other points both on and off Southern Pacific's Four Great Routes, without changing cars.

Accommodations to suit every preference — rooms en suite with every travel luxury — or comfortable money-saving tourist sleepers and reclining chair cars.

Low summer fares East now to September 30—return limit Oct. 31.

A Longer Vacation

You add hours or days to precious vacation-time when you go swiftly by train. More time there, and on the way carefree relaxation.

Southern Pacific's reduced summer fares in effect now to all the Pacific Coast resorts, national parks, playgrounds and vacation cities.

Southern Pacific

George E. Mesecar, Agt.

Red 38

Thelma——, seventy-seven was struck by an automobile when she roller-skated into the street in front of her home.—Cincinnati paper.

"Boy, you'd better watch out or you'll lose control of this bus!"

"You said it. I'm four payments behind right now."—Nebraska Awgwan.

MARTYR TO HIS GROUCH

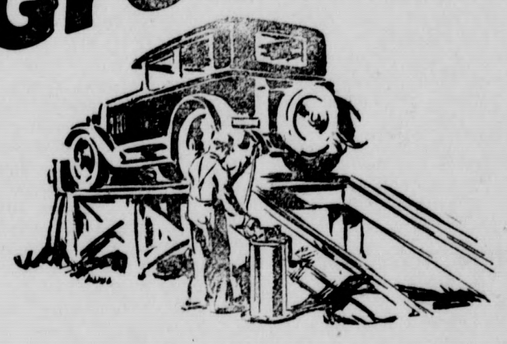
Blinks—"I thought you hated the saxaphone."

Jinks—"I do."

Blinks—"Then why did you buy your son one?"

Jinks—"Because I hate the neighbors more."—Cincinnati Enquirer.

Real Greasing



For smooth running and best possible service, nothing is so important as greasing your car *thoroughly*—and we certainly make a thorough job of it. Every part is painstakingly greased, and we inject new life into every spring, joint and bearing. Try REAL GREASING—it costs you no more!

NORM'S GARAGE & SERVICE STATION

Shell-Colored Station

Black 164 Corner Baldwin and Montecito

Quality First

at lowest prices

Pork Sausage lb.	23c
Fresh Hamburger lb.	23c
Lamb Loaf, lb.	30c
Pot Roast, lb.	28c
Leg of Lamb, lb.	40c
Shoulder Lamb, lb.	35c
Link Sausage, lb.	35c
Salt Pork, lb.	30c
Fresh Eggs doz.	48c
Rib Boil, lb.	20c

Orders of $1.00 or more delivered free!

Gibbs Market

Quality and Service

MAIN 245 38 W. CENTRAL

Atwater-Kent SCREEN-GRID RADIO

CABINET MODEL Complete $188.00

TABLE MODEL Complete $151.00

The new model 55C Screen-Grid is the most outstanding cabinet value on the market. In point of beauty and design it surpasses anything you have ever seen at anywhere near the price. Suitable for any home, large or small.

When you hear this new receiver you'll realize that you're listening to the FINEST RADIO ever made

A RADIO of finished beauty . . . powerful beyond every need . . . different in point of improvements and performance . . . selective to needle point accuracy. That is the new Model 55 Atwater Kent Screen-Grid radio. A receiver that will be of supreme satisfaction to every owner who desires distance . . . realism of tone . . . quietness of operation . . . minus hum and the boom of bass notes. The new Screen-Grid is the radio you will eventually own. It is the last word of radio science.

Convenient Terms

COME IN --- SEE IT — HEAR IT!

Sierra Madre Hardware Co.

Phone Main 98 Next to Bank

Green Frog Specials

For Saturday, July 27th

Fancy Washington Peas	lb.	15c
Fancy Green Limas	2 lbs.	25c
Kentucky Wonder Beans	3 lbs.	25c
Large Firm Tomatoes	2 lbs.	25c
Medium Firm Tomatoes	2 lbs.	15c
Large Cucumbers	3 for	5c
Fancy Green Corn	dozen	35c
Burbank Potatoes	6 lbs.	25c
Medium New Spuds	10 lbs.	25c
Small Boiling Onions	5 lbs.	25c
Elberta Freestone Peaches	2 lbs.	25c
Thompson Seedless Grapes	2 lbs.	25c
Ripe Bananas	4 lbs.	25c
Honey Ball Melons	each	10c
Large Honey Dews	each	20c

Roberts Market

10 West Central Avenue—Phone Main 34

"Run by Sierra Madre People for Sierra Madre People"